

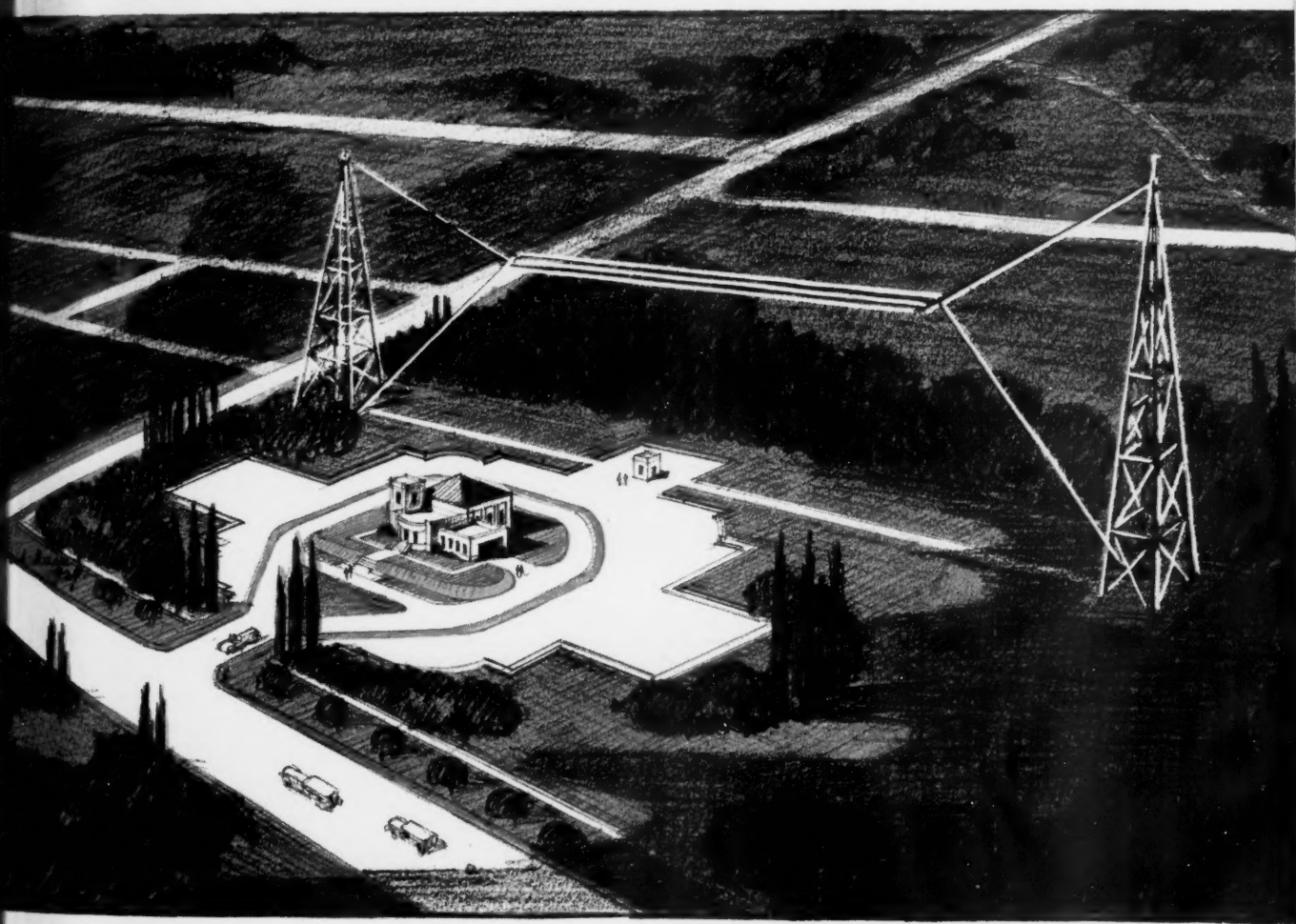
DALLAS

OFFICIAL PUBLICATION *of the* DALLAS CHAMBER of COMMERCE

Volume 9, No. 4

APRIL, 1930

Price, 15 Cents



IN THIS ISSUE

Classified Directory of Chamber of Commerce Members
WFAA, the Voice of Dallas ♦ An Expert Speaks on Dallas
Building a Vocational School ♦ Industrial News ♦ Advertising and Business ♦ Manufacturers' Census
Dallas Invades West Texas ♦ What Dallas Industries are Doing

LEADER

In Local Advertising Gains

During the first quarter of 1930
The Journal's local advertising
gain was over 175,000 lines.

For the month of March we
gained 60,826 lines over
March, 1929.

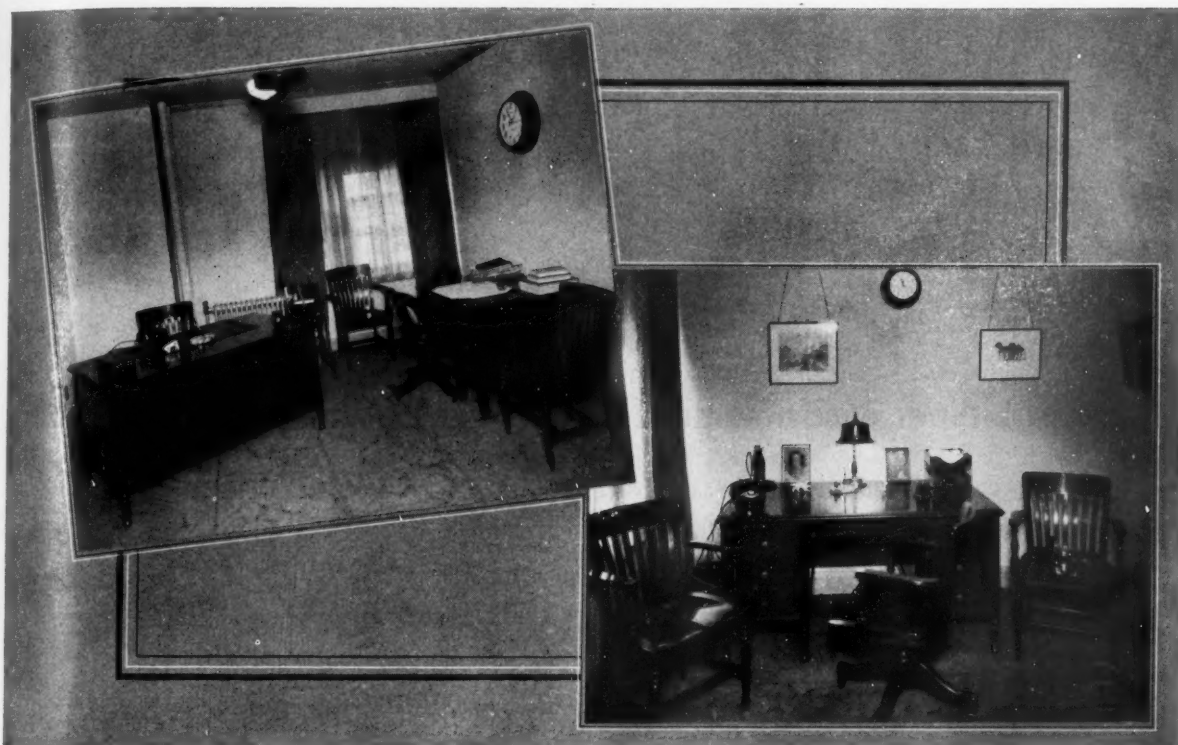
This is by far the best record
among Dallas evening papers.

COMPARE THE COSTS — COMPARE THE RESULTS!

THE DALLAS JOURNAL

A Good Evening Newspaper

VISITS to BUSINESS LEADERS



Executive Offices in the Baker Hotel of Radio Station W F A A

Station WFAA's new studio is the most luxuriously equipped of any in the South. It is a decided compliment to our organization, then, that Clarke & Courts was chosen to furnish the office of Mr. Robert S. Pool, station director, and K. B. McClure, advertising director. If you are planning a new office or improvements to your present one we can be of real service to you in the most important matter of fixtures and furnishings.

Printers
Lithographers
Stationers
Office Outfitters

Exclusive Agency
for the Famous
STOW DAVIS
Hand Made Office
Furniture

EVERYTHING
CLARKE & COURTS
1506 YOUNG ST. 2-4164 DALLAS
FOR YOUR OFFICE

Phones

7-5194 — 7-5195

7-5196

Night — 87-1071



Offices

1012-14

Fidelity Union
Building

No Finer Endorsement of Restland Memorial Park

Could be offered than the fact that FORTY-FIVE HUNDRED DALLAS FAMILIES have already purchased their family plots in this modern up-to-date burial park.

Five Hundred Members of the Dallas Chamber of Commerce are owners of plots at Restland

These men have demonstrated wisdom—they have saved themselves money—they have secured choice lots—and the most important thing of all, they have not imposed a responsibility, which is theirs, upon the nearest and dearest to them.

LISTEN — OBEY THAT IMPULSE — Drive out and see Restland Sunday afternoon—or, if you prefer, our courtesy car will be placed at your disposal at any hour convenient for you. Merely phone us at 7-5194, or 87-1071, and tell us when to call.

« Please bear in mind that the use of our courtesy car will entail no obligation or expense whatever on your part. It is always a combined pleasure and privilege to show Restland in its present prospective beauty. »



Ratcliffe & Dewey

A Nationally Accredited Advertising Agency

ENJOYING THE FULL PRIVILEGES
OF RECOGNITION BY

American Newspaper Publishers Association

Southern Newspaper Publishers Association

American Home Magazine Publishers

Agricultural Publishers Association

The Associated Business Papers, Inc.

Advertising

Planned « « « Prepared » » » Placed

Newspaper :: Magazine :: Farm Paper

Motion Picture :: Radio :: Direct Mail

Business and Trade Publication

Outdoor

Mercantile Building, Dallas



The "Y and E" trade mark is the symbol of 50 years' leadership in the office equipment industry. It is the mark of quality—high standards of workmanship—integrity of purpose—constant service to customers.



Office Equipment

STEEL AND WOOD FILES / STEEL SHELVING /
DESKS / SAFES / OFFICE SYSTEMS AND SUPPLIES
/ BANK AND LIBRARY EQUIPMENT /

STEWART OFFICE SUPPLY CO.

Stewart Building — Commerce at Lane Streets
Branch Store — 104 S. Akard Street

6 POINTS OF SUPERIORITY in

"Y and E" steel files

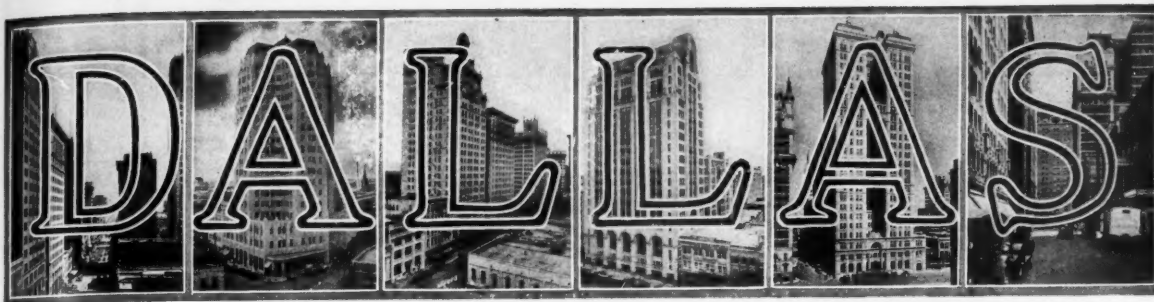
HERE'S just the file every office needs—the new "Y and E" "5700" line. They combine quality, beauty and capacity. Finished in olive green, walnut or mahogany and made to accommodate all of your records; correspondence, legal and bill size papers, card records, checks and storage.

"Y and E" steel files are economical

These six exclusive and valuable features make the new "5700" line ideal for your office:

- 1 A complete line. All "5700" cabinets can be stacked side by side. Buy as you need.
- 2 Drawers on easy rolling slides. In and out at a touch.
- 3 Drawers come all the way out. Every inch available for use.
- 4 Utmost capacity. 26- $\frac{3}{8}$ inch drawer depth.
- 5 Electric welding and strength of design give unusual rigidity.
- 6 Equipped with drawer latches, bronze drawer pulls and bronze label holders.

In addition to the "5700" line there are many other styles and types of "Y and E" files for every purpose. Phone the "Y and E" store



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

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Volume 9

APRIL, 1930

Number 4

WFAA, the Voice of Dallas

News, Journal, Baker Hotel Station
Uses 50,000 Watt Transmitter

By John Rosenfield, Jr.

IN ANY part of America the mere mention of radio immediately calls to mind certain outstanding radio stations. These are WFAF, New York; KDKA, Pittsburgh; WJZ, New York; WGY, Schenectady; WGN, Chicago; WLW, Cincinnati; WENR, Chicago, and, more recently, WTAM, Cleveland, and WTIC, Hartford. Other stations may be said to have wide sectional popularity, but only the stations named may be said to talk to the entire continent. Beside a general excellence of programs, these stations have one characteristic in common—superpower.

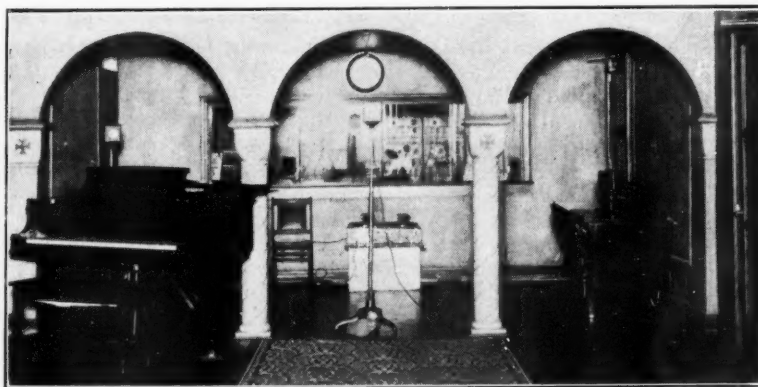
With the exceptions of WJZ and WGN, each is licensed to broadcast with 50,000 watts. The two exceptions are limited to 30,000. Thirty thousand to 50,000 watts is the maximum strength permitted by the Federal Radio Commission and privileges to use such power are granted sparingly in the mad scramble of broadcasters for the radio facilities of the country.

The advantages of superpower are almost self-evident. It projects the station's signals over the widest possible area and through the densest interference. This

fact accounts for the popularity and large audiences for the superpower stations. It is absurdly true that no radio listener will dial a station he can not hear. It is likewise certain that he will dial consistently the station he can always hear under usual conditions.

The East and Northern Middle West have enjoyed the attention of the continent for several years. In a few weeks it will be the lot of the great Southwest to share opportunities of sectional publicity via the ether waves. The new voice of the
(Continued on page 24)

This magnificent studio in the Baker Hotel is the third one built for WFAA since its debut on the air in 1922. The first was in the Library of the Dallas News and was used for several months until a place was provided on the roof of the new Baker hotel. The station soon outgrew even this fine studio and the new one



Baker Hotel Studio of WFAA

on the third floor of the Baker was built. Two broadcasting rooms have been provided with the latest type of microphones, amplification apparatus and control stations for announcers. Robert Pool is program director of the station and Adams Colhoun, a pioneer announcer, is chief of the announcing staff.

An Expert Speaks on Dallas

By Dr. JULIUS KLEIN,
Asst. Sec'y of Commerce

DALLAS has every reason to feel immensely gratified at the progress that it has achieved and the position it enjoys today. Even though the natural resources of this region and its essentially strategic situation are responsible in part for the astonishing growth of this city, it is evident that the energy, the clear-sightedness, and the determination of your citizens have formed the major factor in this advance.

Any open-eyed observer is forced to pay a tribute of admiration to this splendid city which is known to the world as the largest of all inland cotton markets—the financial center of the Southwest—and which is distinguished for its retailing, manufacturing and distributing activities, as well as for its transportation and communication services.

Nor does the eminence of Dallas rest alone on these solid material foundations. Every informed person recognizes that your city is notable, too, for its cultural progress. The fame of your Dallas Little Theatre has spread throughout the Nation, and the triumphs which that company has won in New York City, in difficult competitions, have testified most strikingly to the sensitive artistry and intellectual enterprise that have had their origin in Dallas. I am amazed, moreover, to learn that more than seventy newspapers, magazines, and periodicals are published in this city. Plainly, the western South finds in Dallas one of its distributing centers not only for merchandise but also for worth-while ideas, artistic impulses, and discriminating leadership.

The greatness of this city's future seems indisputably assured. The forces working to that end are so strong as to be unassailable. Dallas is certain to grow with satisfying rapidity; and with that expansion will come an ever-growing participation in all those things that make life pleasant and genuinely rewarding.

Dallas and its neighboring counties of Ellis and Rockwall are fortunate in enjoying the services in Congress of Representative Hatton W. Sumners. We in the Department of Commerce have found in him an exceptionally helpful collaborator. He is devoted to the public interest. He understands the needs of

The accompanying article furnished the basis for an address by Dr. Klein at the first of a series of Chamber of Commerce quarterly meetings held in April.

Texas and of the business community of the Nation.

Such knowledge on the part of your Representative is extremely important to a great distributing center like Dallas at this particular time, when governmental as well as private interests are striving, with all the resources at their command, to help in the solution of that singularly perplexing business problem, the problem of distribution.

The wastefulness of our distribution system is beyond question the gravest issue now before the industrial and commercial community of this country. The efforts of our business machinery to make headway with the present combination of scientific mass-production and haphazard antiquated distribution is like a modern giant-capacity truck trying to deliver its load of up-to-date efficiently produced commodities by creeping along the highway of commerce under the power of a "one-lung" prewar-vintage motor.

Our entire distributive system is in a state of flux. And there can be no doubt, I think, that it is disfigured and impaired by many inept practices and maladroit methods—involving really deplorable and, in a large measure, unnecessary loss. In the retail field, especially, we find much confusion, hesitation, and lack of true adjustment.

The retailer occupies probably the most crucial position in our entire business machinery. He is the last link in that long chain of production and distribution which leads from remote farms, forests, and factories, throughout the land, and often far beyond its borders, down through mills and warehouses, freight yards and stock rooms, finally to his shelves.

Investigation compels one to admit

that the original setting up of some retail businesses was decidedly ill-advised. For many retail stores there is scant economic justification. They represent hope, ambition—and poor judgment. In too many instances the very location is inept. Too many prospective storekeepers are prone to ignore such important factors as the proximity of competitors; the nature of the surroundings, the convenience to car stops; the advertising necessities; the number, types, purposes, and destinations of the passers-by.

Retail store owners fail, a good many times, to measure their market justly, either in nature or extent. They may be careless as to their store personnel, or they do not plan the store right—do not make it attractive.

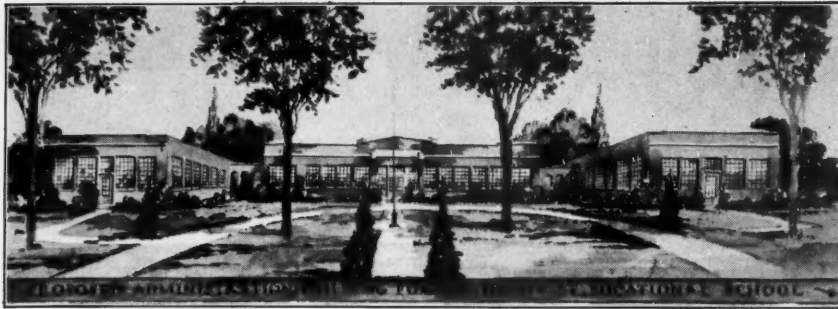
There may be great waste and loss arising from injudicious choice and slack, careless management of the stock of goods carried. Much of the stock of the average retail merchant is apt to be deadwood. It does not move. It makes no profits. A merchant striving for success needs to make at frequent intervals a drastic "check-up" of the items he has been handling. If any Dallas storekeeper discovers that certain items are slow-moving and unprofitable, he should have no hesitation whatever in eliminating them.

Another common cause of loss is laxity in credit extension. Recent research has proved conclusively that this factor is responsible for a truly terrific drain on the resources of the retailer.

In numerous instances retailers unwisely undertake types of service that result in loss—such, for example, as deliveries over too extensive a territory, or in too small amounts.

Let us look now at the other side of the picture. If the independent retailer faces certain undeniable handicaps, he possesses, also, a number of highly important advantages. As contrasted with the units in larger organizations, he enjoys greater freedom of action. He is not restricted by unvarying systems. He is at liberty to adjust his methods and his stock to the peculiar tastes, moods, and predilections of his clientele. He has a broad leeway for the qualities of flexibility and adaptability in the conduct of his business.

(Continued on page 26)



Building a Vocational School

Dallas Business Men Finance First Institution of Its Kind in the South

CONSTRUCTION on the first unit of the Southwest Vocational School has been started, according to an announcement made by T. E. Jackson, chairman of the board of directors.

The school is located on a tract of land located on the western edge of the city. The site contains approximately twenty acres of land which is two blocks south of Jefferson avenue and the Fort Worth interurban. It is 600 feet west of the inner Kessler Boulevard. It was donated to the school by a group of Oak Cliff citizens, operating through the Oak Cliff-Dallas Commercial Association.

The first unit will be ready for occupancy by September 1, 1930, and other units will be added.

All buildings will be of permanent construction and the entire layout calls for 1-story buildings throughout. The first building, which is to be used as an administrative building, will consist of a central unit 200x75 feet, with two wings, each of which will be 75x150 feet and these will be connected with the central unit by means of arcades. The building will have a total floor space of 37,500 square feet and will be of brick and tile construction.

The school is chartered under the laws of Texas for educational purposes only. There does not exist anywhere in the Southwest, south of St. Louis, a complete trade school. Mr. Jackson pointed out that it is not the purpose of the in-

stitution to compete with any other existing institution, but rather to supplement facilities already existing. The institution will be open to students throughout the entire Southwest.

In discussing further the need for this institution, Mr. Jackson pointed out that the School was in no sense being conducted for profit. Every dollar the School takes in from tuition and other sources is put back into the institution to cover operating expense and expense of general improvements. There are employed in Texas at the present time approximately 600,000 men in the various mechanical trades, and that the David Rankin Trade School in St. Louis was the nearest complete vocational school to the Southwest territory. According to the report of the State Superintendent of Public Instruction there are approximately 87,000 white boys who leave the public school of Texas before they complete high school courses. They enter upon employment, therefore, without any adequate preparation to meet the responsibilities of society; and one of the greatest things which can be done for young men of this section is to give them training whereby they will be able to earn a living. Mr. Jackson stated that in his judgment excellent work was being done in the public schools of the large cities in providing manual training, but that even this type of training was available only in the larger towns and cities of the state; therefore, the larger portion of the 87,000 boys who quit school before completing high

school is left without any opportunity to secure training for filling places in the various trades and industries of the state.

The ultimate purpose is to make of this institution really and truly a complete vocational school. It will be impossible to begin instruction at once in all of the various trades and vocations; but it will offer courses in all of the various printing trades, and also courses in the various building trades. Mr. Jackson stated that the school was already making up a list of reservations of students who were making application for courses in the printing trades and for courses in bricklaying, plastering, tilesetting and other building crafts; and that the indications were that the applications for opportunity to take courses in this institution would exceed the facilities which the institutions would be able to provide.

The executive offices of the school are being maintained at the present time in the Chamber of Commerce Building. C. A. Jay, who for a number of years served as Assistant Superintendent of Public Instruction in the state of Texas, and who later served as the executive officer for the United States Veterans' Bureau in its work of giving trade training to disabled soldiers in Texas, Oklahoma and Arkansas, is the President of the institution, and the one to whom all correspondence should be directed by students who are interested in making reservation for any of the trade courses which will be offered.

(Continued on page 18)



IMPORTANT NEWS

Dallas Wins National Insurance Convention

During the past month Dallas secured the 1930 convention of the National Association of Insurance Agents, one of the most important gatherings ever to be brought to Texas. More than 2,000 local agents in fire, casualty and surety fields are expected to throng Dallas Oct. 6-11, dates being fixed so that the visitors can remain over for the opening day of the State Fair. The Texas Association of Insurance Agents co-operated in landing the meet for Dallas, with its president, C. L. Duncan of Mt. Pleasant, its secretary, Drexel Foreman of Fort Worth, and members in other Texas cities,

notably Fred M. Burton of Galveston, director of the National, attending the meeting of the locating committee at Charlotte, N. C. R. W. Thompson and G. M. Seay were among those from Dallas aiding. A somewhat similar group, also including Harry I. Maxson and Don Coates of Dallas, attended the 1929 convention at Detroit and presented the original invitation, and since that time the Chamber of Commerce has aided in following up the invitation. The East, West and South Texas Chambers, as well as the Chambers of Commerce of Houston, Galveston and Mt. Pleasant sent wires endorsing Dallas. This is the first time the meeting has come to Texas and it will call further attention to the fact that Dallas is the Nation's fifth most important insurance center.

New Branches

Concerns of sectional or national prominence that established facilities in Dallas during March were:

Dow Chemical Company, Midland, Mich.; warehouse stocks, Second Unit, Santa Fe Building.

Texas Acetylene Company, Fort Worth; sales branch at 3305 Commerce Street.

R. C. A. Photophone, Inc., New York, N. Y.; sound picture equipment; Southwestern divisional headquarters, 824 Allen Building.

Exact Weight Scale Co., Columbus, O.; scales of every kind; Southwestern sales and distributing branch, 1307 Camp Street, J. C. Corry, District Manager.

Dallas-Copeland Company, 209 Jackson St.; distributors of Copeland Refrigerators, made by Copeland Products, Inc., Detroit, Mich.

Ed Forest Radio Company, Passaic, N. J.; manufacturers of radio tubes and television equipment; Southwestern sales and distributing branch, Second Unit, Santa Fe Building; W. E. Taylor, District Manager.

Continental Oil Company, Ponca City, Okla.; announced purchase of sites for seven filling stations and acreage tract in West Dallas for bulk distributing station, all of which will be improved for extensive operations in the Dallas district.

Producers Linter Export Company, New Orleans, La.; buying office, 602 Thomas Building.

Galey & Lord, Inc., New York; cotton piece goods; district office for Southwest at 411 Mercantile Bank Building.

T. P. C. Freight Lines, Houston, Texas; North Texas terminals at 1209 Ross Avenue.

Atlantic Life Insurance Company, Richmond, Va.; loan office at 1014 Allen Building.

E. Fredericks, Inc., New York, N. Y.; beauty parlor supplies; Southwestern sales branch, 714 Kirby Building.

Joslyn Manufacturing & Supply Co., Chicago, Ill.; pole line equipment; organized Joslyn Southwest Company, incorporated for \$100,000 and purchased building at 2101 Corinth Street, for large Southwestern distributing branch. L. P. Shoop, District Manager.

WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

		BANK CLEARINGS		BANK DEBITS	
		1929	1930	1929	1930
January		\$265,365,726.24	\$207,852,872.08	\$287,306,000	\$249,792,000
February		220,677,360.88	177,426,932.40	235,300,000	210,891,000
March		243,485,065.89	190,336,355.97	271,141,000	280,475,000
April		228,307,179.67		248,497,000	
May		216,624,833.08		233,971,000	
June		195,818,474.36		217,138,000	
July		216,056,756.41		223,645,000	
August		220,008,508.00		237,562,000	
September		261,650,607.88		267,390,000	
October		305,794,072.78		334,837,000	
November		242,138,337.39		283,386,000	
December		265,860,631.04		293,643,000	
Total		\$2,881,787,579.62		\$3,133,816,000	
		BUILDING PERMITS		POSTAL RECEIPTS	
		1929	1930	1929	1930
January		\$ 880,453	\$ 535,830	\$ 328,109.57	\$ 329,647.47
February		467,022	589,012	326,162.35	327,262.42
March		1,708,728	795,645	357,601.65	327,534.36
April		1,294,212		325,033.60	
May		550,880		345,126.20	
June		469,550		295,462.39	
July		416,940		298,382.42	
August		501,331		325,046.00	
September		768,992		346,611.40	
October		1,651,175		392,430.17	
November		531,217		355,921.10	
December		532,714		429,275.32	
Total (Dallas proper)		\$15,157,796		\$4,025,062.35	
		GAS METERS		TELEPHONES	
		1929	1930	1929	1930
January		66,401	66,909	68,752	69,340
February		66,480	67,048	68,752	69,390
March		66,520	67,099	68,902	69,440
April		66,601		68,962	
May		66,652		69,021	
June		66,681		69,048	
July		66,711		69,113	
August		66,764		69,180	
September		66,802		69,230	
October		66,831		69,264	
November		66,851		69,294	
December		66,880		69,301	

*Includes Public Utility Construction.

W f a G R O W I N G C I T Y »

Russell Oil Company, Inc., San Antonio, Texas; gasoline, kerosene, oils and greases; North Texas distributing branch at 2425 Latimer Street.

Threemor Corporation, Brooklyn, N. Y.; J. C. Moore, Vice-President, in charge of Southern business, announced plans for branch factory soon to be erected in Dallas. Temporary office, 2007 South Ervay Street.

Foreman-State Corp., Chicago, Ill., investment affiliate of the Foreman-State National Bank; regional office, 1202 Republic Bank Building, O. U. Wymer, Texas representative.

American Heater Corporation, St. Louis, Mo.; gas water heaters. Southwestern sales and distributing branch, 10th Floor, Second Unit, Santa Fe Building; J. Dean Hull, District Manager.

Guss-Texas Company, 1914 Canton Street, distributors for "Cleco" Gruss Air Springs, a product of the Cleveland Pneumatic Tool Company.

Postage Meter Company, Stamford, Conn.; mailing machines and equipment; Southwestern branch office, 508 Burt Building; E. C. Bogert, Branch Manager.

Intercoast Trading Company, New York, N. Y., fiscal agents for the Gian-nani Interests; Texas office 1616 Republic Bank Building; John G. George, formerly of Houston, Branch Manager.

General Motors Radio Corporation, Dayton, O.; Southwestern regional office and distributing branch, 606-7 Santa Fe Building, with stocks in Second Unit of Santa Fe Building.

O'Keefe and Merritt Company, Los Angeles, Calif.; manufacturers of gas heaters, ranges, water heaters, plumbing supplies, automatic refrigerators; Southwestern sales and distributing branch, Second Unit, Santa Fe Building; Leon M. Taylor, District Manager.

Texas highway system comprises 18,680 miles and the state is spending \$34,530,000 a year on maintaining and improving it. Unimproved mileage is 6,435, graded and with the bridges in 2,194 miles, gravel, shell and caliche 3,343 miles, bituminous surfaced 3,223 miles, bituminous macadam 547 miles, rock asphalt 1,001 miles, concrete 1,236 miles, brick 51 miles and city streets used as designated highways 646 miles.

May Conventions

April is proving an excellent convention month, with 41 gatherings, and May also will be a big month for convales. Outstanding in the list are the National Association of Credit Men, being representatives of practically every large industry in America, and the quadrennial conference of the M. E. Church, South. Since the latter lasts for three weeks it amounts to seven conventions of the usual 3-day length. Also it ranges in attendance from perhaps 1,000 up to 4,000, the larger group being here during the Laymen's Conference. All gatherings during the month, many of outstanding importance, are:

May 3-6—General Board of Education, Methodist Episcopal Church, South.

May 5—United States Highway No. 75 Association.

May 5-6—General Hospital Board, Methodist Episcopal Church, South.

May 5-8—Scottish Rite Reunion.

May 5-12—Boy Scouts Camp Directors School.

May 6-7—Texas Retail Dry Goods Assn.

May 7-28 — Methodist Episcopal Church, South, General Conference.

May 9—Shrine Ceremonial.

May 9-10—Texas Travelers' Protective Assn.

May 9-12—Kansas City Life Insurance Co., State Salesmen's Conference.

May 12—Texas Farm Bureau Cotton Assn., Annual Membership Meeting.

May 12-16—National Association of Credit Men.

May 12-17—Summer Buying Season, Dallas Wholesale Merchants Association.

May 13-15—Texas Board of Pharmacy.

May 17-18—Laymen's Conference, Methodist Episcopal Church, South.

May 20-23—Texas Funeral Directors and Embalmers' Assn.

May—Texas Mortgage Bankers Conference.

May 21—Texas Chapter, American Guild of Organists.

May 31—Alumni Reunion, Southern Methodist University.

May—Texas Society for Crippled Children.

May—Vacuum Oil Company, Sales Conference.

May—Texas-Louisiana Tariff Bureau.

INDUSTRIAL SUMMARY for MARCH, 1930

New Concerns

	January	February	March	Total for Quarter
New Manufacturing				
Plants	10	9	11	34
Wholesale, jobbing and distributing	27	24	25	68
Retail	10	15	17	42
Miscellaneous	34	26	19	79
	81	74	72	227
Branches of Sectional or National Concerns	33	23	22	78
Estimated Number of Employees				
All New Concerns	534	470	419	1,423
Estimated Annual Payroll .	\$975,000	\$846,000	\$754,200	\$2,575,200

ADVERTISING

The Fuel That Fires the Business Engine

By FRED E. JOHNSTON

ADVERTISING should be the forethought of business and not the afterthought. ¶ Too often manufacturers, business organizations and financial institutions plan thoroughly every other factor of their business—leaving the selling and advertising plan to the last—when in reality their selling plan should be built into their program the same as the installation of their machinery and the assembling of their fixtures.

Many well versed business men consider advertising as simply space in newspapers and magazines . . . on poster boards . . . radio announcements . . . use of direct mail advertising. Buying space in any recognized medium is not advertising—it is simply just space buying.

Frequently the head of a business realizing the success of institutions, who profitably employ advertising, make up their mind to follow the example by simply stating "we must advertise". This is the first step for a failure. Simply making up your mind without investigation . . . without planning . . . without considering whether or not your product or personnel is ready for advertising is the first step toward woeful waste.

Advertising should be planned and tied into the selling campaign . . . should be a vital part of it . . . should permeate into every department of the business, Yea, even to the Credit Department . . . into the Shipping Department. Many a well planned, well executed campaign has been ruined by an inefficient Shipping Department, or a hard boiled Credit Manager.

Advertising is a business force . . . it builds good will . . . educates the consumer . . . creates a desire. But advertising will not consummate the sale in its entirety. Advertising is not the panacea that will cure all business ills.

It is an incentive to a sales department; but to accomplish the desired objective, advertising must be thoroughly merchandised. First, to the Sales Department of an institution; and second, the Sales Department must adequately merchandise the advertising of their firm to the dealer.

One of the most successful Sales Managers in Dallas recently made the state-

ment before the Dallas Advertising League that "50 per cent of the value of their advertising campaign was attributed to the way it was merchandised to the sales force of his organization, and in turn merchandised to the dealers and jobbers."

Today it is not rare to find in a salesman's grip just one sample; namely, the advertising portfolio. In reality many salesmen sell products by selling advertising—that is, by selling the advertising of the firm they represent.

Grant that there are many factors to an advertising campaign. The greatest factor necessary to the success of an advertising campaign is the enthusiasm which it instills into the personnel of the concern—so that the printed or spoken word will be backed up from the porter to the president.

Another vital factor which should receive consideration is the fact that advertising is business insurance. This point has been illustrated so many times that the repetition of the successes of continuously advertised institutions would tire the reader. But it is a known fact that some of our oldest concerns, who employ advertising year in and year out, are today paying large dividends. They are insuring themselves year by year for the future.

Perchance the last three or four months you have cut your advertising appropriation—then certainly you should have been consistent and canceled your fire insurance—let your workmen compensation insurance lapse and been at the mercy of fire and accidents—the same that you are now at the mercy of lost consciousness of your products on the part of the consumer. This leads to the most important phase of advertising.

Advertising is the fuel that fires the engine of business . . . creates the steam that propels the many units of a well organized business institution. It is a known fact that we have been pulling uphill during the past five months; therefore to make the grade is it not logical to reason that we should use as much, or more, advertising fuel as we did before we reached the uphill pull?

Today there are a number of business men and bankers who are laboring under the erroneous impression that the fuel of advertising should be cut down, and when we diminish the fuel we lessen the steam, and our sales locomotive is then slowed down or stalled. We have dampened the enthusiasm of our sales force. Now is the time to use enough advertising fuel to keep our sales train at an even speed so that it will ascend the hill of sales resistance.

If your advertising is linked in with your selling plan . . . if your Sales Department is thoroughly acquainted with it, and its objective . . . if the campaign is not delayed in transit, so to speak, because of one situation or another that might arise—then it will bring results if well planned, well executed and judiciously placed to reach the consuming public. The consumer is KING, and should be considered first . . . last . . . and always.



Home Modernization

The project of Home Modernization is one of the most stupendous problems ever undertaken by the Dallas Junior Chamber of Commerce. When the United States Chamber of Commerce suggested that Dallas put on a Home Modernization campaign, the Dallas Chamber of Commerce turned the matter over to the Junior Chamber. Realizing the exacting work that must be done to make a campaign such as this successful, the president has appointed a "Fact Finding Committee" to find out the necessary facts concerning such a campaign in order that the organization can proceed more logically.

The idea of such a campaign is to induce home owners to keep their homes in better repair, make them more attractive and thereby making their city more pleasing to the eye as well as a better place in which to live. As soon as all details have been arranged the Home Modernization campaign will start in Dallas.



Texas electrical output gained 26.1 per cent in 1929 over 1928. Average increase over the country was 10.4 per cent.



Benefits of Manufacturers' Census » »



OF THE advantages which will accrue to manufacturers as a result of the current Biennial and Decennial Census of Manufactures, the first and foremost probably will be the compilation of numerous preliminary reports, each of which will give figures for quantities and values of the several kinds or classes of products made within the particular industry. These reports in the aggregate will cover thousands of kinds or classes of products; and each will be published within a short time after the receipt of complete returns for the industry which it represents. These preliminary statistics will show the increase or decrease in output of each commodity, so that the individual manufacturer can easily determine whether he is getting his share of the business—whether he is holding his own, or gaining, or losing, as compared with his industry in general.

In addition, the preliminary reports will show the ratio between cost of materials and value of products, the output per wage earner, and the ratio of wages to value of output, thus enabling the manufacturer to compare his own ratios with those for the industry as a whole. The census will answer the question whether the manufacturer is paying too much for his materials, and whether his output per wage earner is too small.

But if these preliminary reports are to be of maximum value, the manufacturers must cooperate with the Bureau of the Census by making their returns promptly and by taking care to answer correctly and completely all questions that apply to their operations. Heretofore it has been the practice of the Bureau to correct and complete defective returns through correspondence before issuing the preliminary reports. This necessarily resulted in delay amounting to four or five months in some cases, and therefore, in order to reduce the delay to a minimum, it is planned to compile the preliminary reports of this census from the returns as received, with

little or no editing or verification of doubtful items, except in the cases of the earliest returns. The final reports, however, will not be prepared until the defective returns have been corrected and verified in the usual manner.

In the final reports will be presented detailed statistics showing, among other things, the cost of productive and of non-productive labor, the increase in the employment of women in industry in recent years, the number of hours of labor per week for individual wage earners; the migration of industries from State to State; the quantities and cost of principal materials and of fuel consumed; and the power-plant equipment.

In an effort to make the questionnaire easy for the manufacturers to fill out, the inquiry in regard to sales made during the year has been substituted in this census for the former inquiry calling for data on production during the year. Correct statistics on production are preferable to statistics on sales, but the Bureau realizes that many manufacturers have actually been reporting their sales and not their production, and it was decided, therefore, to ask what can be undoubtedly obtained from all manufacturers, rather than for what only a part of the manufacturers could and would report. In a few cases, however, the former inquiry calling for data on production has been retained at the specific request of the industries concerned.

During this Census of Manufactures, the Bureau plans to compile county and city statistics which will be of somewhat greater value to local interests than those heretofore published. Separate compilations for the sixteen great groups of industries or for combination of these groups will be tabulated for each industrially important county and for groups of contiguous counties of less industrial importance. For cities having 100,000 inhabitants or more, the industries for which separate figures can not be shown with-

out disclosing the data for individual establishments will be presented in a number of combinations instead of in a single group.

The preliminary county and city summaries giving combined figures for all industries taken as a single group will present the following items of information:

Number of establishments.

Number of wage earners.

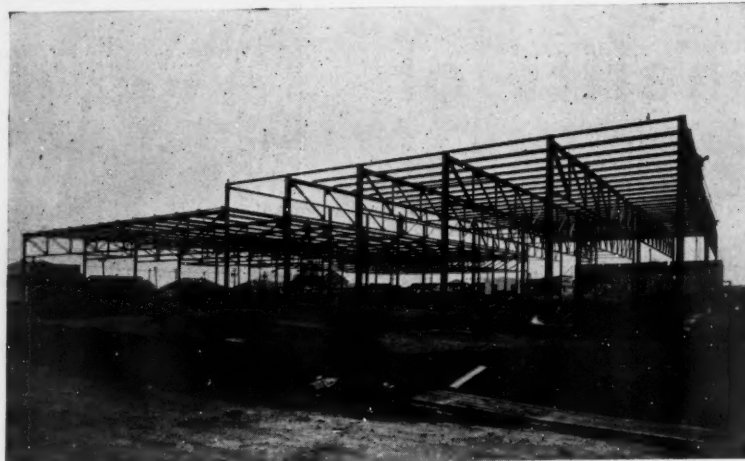
Wages paid.

Cost of materials, fuel, and power.

Value of products.

In response to a demand for manufactures statistics covering "industrial areas", the Bureau also will attempt at this census to compile figures on such areas, each consisting of a city of industrial importance and adjoining suburban and trade territory regardless of political divisions. For certain reasons arising from the necessity of presenting the statistics in such a manner as to avoid disclosing the data for individual establishments, the Bureau will not compile figures for individual industries for a city and also for the industrial area including that city. It is the intention, therefore, to tabulate statistics for individual industries for important industrial areas but not for the included cities. In the cases of the less important cities having 100,000 inhabitants or more, statistics by industries will be published for the cities themselves but not for industrial areas including the cities.

Combined summary statistics covering all industries, however, will be published for both the industrial areas and the cities, so that it will be possible in all cases to determine the proportion which the amount of manufacturing in a given city constituted of the total for the industrial area of which it forms a part. For example: The statistics might show that three-fourths of the total number of wage earners and four-fifths of the total value of products reported for an industrial area were contributed by the central city.



Hangar and Machine Shop, Southern Air Transport, Love Field. Airport Engineering and Construction Co., General Contractors

Southern Air Transport Hangar and Machine Shop, Love Field, is of the modern idea in airport buildings. Light, airy, flexible, fire-resistive. The photograph above shows the steel frame in place, erected in record time.

Steel framing assures not only speed of construction, but likewise the greatest security from fire or other hazards. Flexibility of design, giving the greatest amount of light and air, can be attained with steel construction.

Steel permits the greatest speed in construction, occupies less space and allows larger interiors.

Before you build, know steel!

MASHER

**Steel and Machinery Company
DALLAS**

We have very desirable office space arranged with warehouse or exhibit space adjacent thereto.



The service you buy from us is based on forty years of experience

Our facilities unequalled in the South

Dallas Transfer & Terminal Warehouse Co.

SECOND UNIT, SANTA FE BUILDING

DALLAS

Clean Up Campaign Ends

Following is a letter received from R. A. Wylie, written to Irving Pierce, chairman of the Clean Up committee:

"Permit me to voice my thanks for your organization's splendid work in the recent clean up drive which has just been concluded.

"So great were the results from your work in arousing the people to the necessity of cleaning their City that it was necessary for these departments to work an extra week to haul off the almost unlimited amount of refuse which was collected.

"You are to be greatly commended for the spirit that was shown by you in carrying out such a campaign. This work is in keeping with the splendid spirit of your organization, and I want to again express my appreciation for the great work you did. Dallas as a result will be a cleaner, healthier and a more sightly City."



Juniors Inspect Brown Cracker and Candy Co.

On Wednesday, April 16th, the members and friends of the Junior Chamber of Commerce attended a luncheon and made a tour through Brown Cracker and Candy Company factory. Over 175 were in attendance.

It was interesting to see how the twenty-three varieties of candies were made in this plant that employs over 1200 men and women. With an annual pay roll of over \$1,000,000.00 it is easy to believe that this factory is a real contributor to Dallas prosperity.



Report of National President

Following is an excerpt from the report of President McCulla and Secretary Krusz on their recent trip to the Junior Chambers of the South and Southeast:

"We wish to pause a moment to point to one or two fundamental points about the Dallas organization. This group, the second Junior Chamber of Commerce organized in the United States, having probably faced every problem known to a Junior Chamber of Commerce, has certainly proven the stability and soundness of the Junior Chamber idea. They have just completed a membership campaign, increasing their membership by 230 new members in one month campaign, and now have a total membership of almost 600. This is a very encouraging record."

Announcing . . .

**The First National
Securities Company
in Dallas**

Affiliated with

**First National Bank
in Dallas**

Underwriters, Participating Distributors and Dealers in selected securities, including:

United States Government Bonds; Municipal Bonds; Public Utility Bonds; Real Estate Bonds; Industrial Bonds; Railroad Bonds; Foreign Bonds; Preferred Stocks.

We offer a complete investment service and invite requests for investment information and quotations on stocks and bonds.



HENRY C. COKE, Chairman of the Board

J. A. PONDROM, President

B. A. McKINNEY, Vice President

NATHAN ADAMS, Vice President

J. A. PONDROM, JR., Vice President and Secretary

JUDSON S. JAMES, JR., Sales Manager



Offices: Mezzanine Floor, Main Banking Room



Dallas

Official Organ of the Chamber of Commerce
Published Monthly

E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 9 APRIL, 1930 No. 4

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SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

EDITORIALS

A Resolution

Cities—communities—commonwealths—are the composite dreams, the plans, the purposes of individuals wrought into actualities—into brick, into steel, into stone; and more, into the quickened ideals and the nobler impulses of men and women.

No citizen of Dallas wrought more unselfishly, planned more constructively and builded more securely than did Charles Saville, our friend. In his passing Dallas and Texas have sustained an irreparable loss—one keenly felt by everyone who knew and honored him.

From the time he became a citizen of Dallas, no worthy cause ever called to him in vain. In every capacity where duty or opportunity made appeal, he responded, to take an active participation in the task, finding his greatest compensation in a consciousness of duty done.

Attached first to the Health Department of the City of Dallas, he brought to this vastly important work a thorough technical training and a natural fitness for the responsibility the position imposed, to which he added an understanding and an interest that placed a sure foundation for that department upon which rests today the structure his successors have built.

During the World War with its call to the manpower of America, he labored long in all of the activities of the Liberty Loans and war work campaigns, lending a rare organization ability that made his contribution indispensable to the cause in which he labored.

As general manager of the Dallas Chamber of Commerce, he assumed this position of heavy responsibility during a critical, a reconstruction period of Dallas' development, at a time when the balance hung with uncertainty over her future, and his advice, his counsel, his careful planning in the management of this organization helped make secure the future of this city. Unstinted in his service to Dallas and to his fellowman, wise in counsel, fair in judgment, open-minded, tolerant, sure-visioned, Charles Saville wrote for himself unconsciously the most enduring autobiography man can write—upon the hearts of those who knew him and loved him. Fearless in his decisions, but kind and considerate in their execution, the memory of his character and his work abides—a constant light to direct others into paths of greater usefulness, into fields of broader and nobler achievement. He never dealt with anyone of his fellows but that they felt the sincerity of his purpose and the unselfishness of his motive. In his passing in the full noontime of his life, a life full of hope, of promise and of good work, he has left behind for us an influence, a memory that still abides like the beautiful afterglow that lingers from the setting sun. Some men "remember themselves into oblivion;" Charles Saville "forgot himself into immortality."

Therefore be it resolved by the Dallas Chamber of Commerce that in the passing of Charles Saville we have individually and collectively sustained the loss of a true friend—a sincere and wise counsellor; and

Be it resolved that we extend to his loved ones who grieve an assurance of our sincerest sympathy in this dark hour of their sorrow. May the splendid benediction of the life of Charles Saville be to each of them a sure solace—a constant, continuing inspiration; may God hang across their cloud of sorrow a bow of promise—this is our hope—our wish sincere. May the memory of the life he lived, the good he wrought and the consciousness that he lives on in the hearts of all who knew him, be a comfort to them at this time when the shadows hang close. May they know it is true when we say of him

"Thy day has come—not gone
Thy sun has risen—not set."

Be it further resolved that a copy of these resolutions be placed upon the minutes of the Dallas Chamber of Commerce and that a copy be furnished the family of our friend whom we knew so intimately, trusted so implicitly and loved so well.

Respectfully submitted,

DALLAS CHAMBER OF COMMERCE.



A SIGN OF PROGRESS

Progress in Dallas industries demanded the addition of a 25,000 kilowatt generator to the plant equipment of Dallas Power & Light Company—an addition providing 33,500 horsepower.

Less noticeable than this \$2,500,000 project, but quite as important to adequate electric service are extensions to the overhead and underground distribution systems of the company.

More than 1,100 men and women are engaged in supplying and extending electric service in metropolitan Dallas. Engineers and mathematicians join forces to chart the future of Dallas and to assure an adequate supply of electric power. Some of this group expand the generating equipment and others plan and execute distribution extensions.

While these men and women plan for the Dallas of tomorrow, hundreds of others strive for maximum efficiency rendered from day to day.

This work is carried on without interruption of service and with minimum inconvenience to the people of Dallas. It is the yardstick of Dallas progress.

Dallas Power & Light Company

INTERURBAN BUILDING



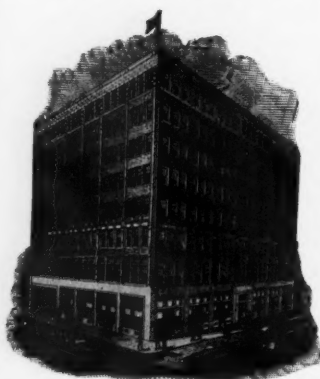
*To the busy man
the Gruen is a
great convenience*



For the man who really wants a fine watch we suggest this fine Gruen fitted with the highest grade precision movement \$185

EVERTS CO.
Jewelers
Main and Murphy

**The Pivotal Point
of the
DALLAS WHOLESALE MARKET**



**WHOLESALE MERCHANTS
BUILDING
912 COMMERCE STREET**

**8,500 square feet available on or
about June 1st**

**The home of scores of wholesalers
and manufacturers**

Building a Vocational School

(Continued from page 9)

The directorate of the Southwest Vocational School consists of the following named men:

Geo. W. Briggs	A. A. Jackson
E. R. Brown	T. E. Jackson
J. Perry Burrus	Fred E. Johnston
Sam P. Cochran	Joe E. Lawther
Price Cross	Simon Linz
T. M. Cullum	Chas. R. Moore
R. S. Haseltine	W. S. Mosher
F. M. Hoag	H. A. Olmsted
W. M. Holland	Hugh E. Prather
Frank M. Smith	J. Fred Schoellkopf
	Martin Weiss

In addition to the Board of Directors, the control of the School is also vested in an Advisory Council, and additional members of this council will be selected from Louisiana, Arkansas, Oklahoma and New Mexico—thereby giving the institution contacts with all the states in the Southwest. The present Advisory Council consists of:

Frank E. Austin	M. L. Buckner
Rhodes S. Baker	J. Perry Burrus
Jack Beall	R. E. Burt
M. B. Bogarte	Dr. E. H. Cary
Geo. W. Briggs	Sam P. Cochran
E. R. Brown	

Henry C. Coke	R. C. Dyer
W. O. Connor	J. E. Farnsworth
M. M. Crane	Edgar L. Flippen
J. B. Cranfill	W. A. Green
Price Cross	R. S. Haseltine
Frank Cullinan	R. H. Houghton
Fred E. Johnston	F. M. Hoag
Joe E. Lawther	Karl Hoblitzelle
Tom G. Leachman	F. P. Holland
W. C. Lemmon	W. M. Holland
Porter Lindsley	A. A. Jackson
Simon Linz	T. E. Jackson
B. A. McKinney	C. W. Padgett
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Lawrence Miller	Hugh E. Prather
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E. T. Moore	Joe B. Rucker
H. C. Morris	J. Fred Schoellkopf
W. S. Mosher	Harry L. Seay
L. R. Munger	J. H. Shelton
B. R. Neal	R. H. Shuttles
H. A. Olmsted	W. F. Skillman
T. M. Cullum	Frank M. Smith
Rosser J. Coke	R. L. Thornton
W. T. Davis	Edward Titche
Wm. M. Doran	W. D. Trotter
J. C. Duke	Jas. A. Wheeler
	Martin Weiss

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

of "DALLAS," published monthly at Dallas, Texas, for April, 1930.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Earl Y. Bateman, who, having been duly sworn according to law, deposes and says that he is the business manager of the magazine "DALLAS" and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

NAME OF—
Publisher, Dallas Chamber of Commerce,
Editor, E. C. Wallis,
Business Manager, Earl Y. Bateman,

POSTOFFICE ADDRESS:
Dallas, Texas
Dallas, Texas
Dallas, Texas

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

OWNERS: Dallas Chamber of Commerce, Dallas, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none so state). NONE.

(Signature of editor, publisher, business manager, or owner.)

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholder and security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is: (This information is required from daily publications only.)

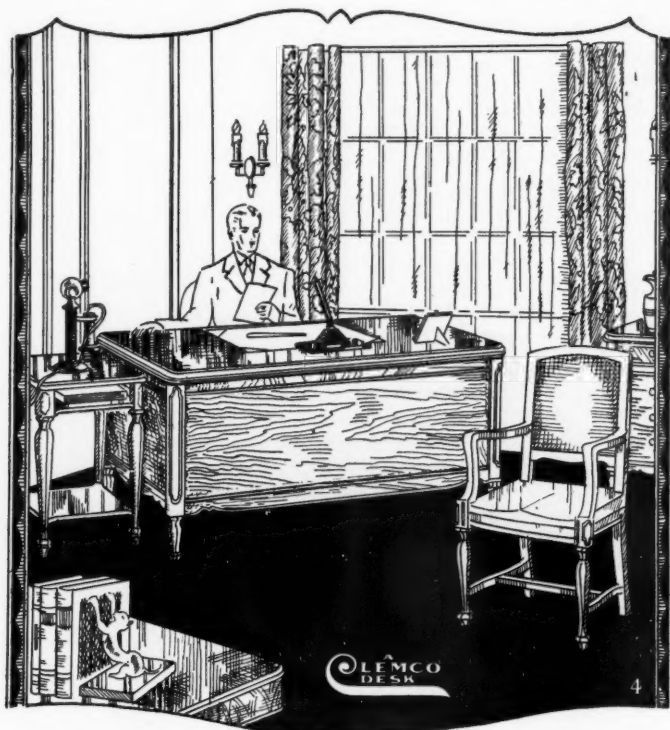
EARL Y. BATEMAN, Business Manager.

Sworn to and subscribed before me this 1st day of April, 1930.

(SEAL)

S. G. GOODSTEIN, Notary Public.

(My commission expires June 31, 1931.)



Value Beyond Price

A fine office reflects an executive ideal --- of giving Value Beyond Price.

The friendliness of precious woods, "different" artistic designs and convenience features combine to make a fine office. The conscious appeal of Value Beyond Price is evident in all "CLEMCO" Desks and Fine Office Suites.

Let us help you plan your office.

VANCE K. MILLER COMPANY

1916 Main Street

2-9091

Dallas Invades West Texas

THE expedition of twenty executives of large Dallas business financial and industrial institutions into Western Texas was almost as startling in its revelations as were those earlier expeditions made to this state by the Spanish explorers.

Newspapers, magazines, salesmen and visitors from that section of the state had been bringing back news of unparalleled development for some time and it was decided by the Dallas Chamber of Commerce directorate to make an extensive tour through that section to gather first hand information.

The itinerary was out the Texas and Pacific to Fort Worth, then to Brownwood on the Frisco and to San Angelo and Ballinger on the Santa Fe. From Ballinger the Abilene and Southern was used to Abilene and the Texas and Pacific to Midland and back to Sweetwater. At Sweetwater the party turned northward to Amarillo on the Santa Fe, traveling to Wichita Falls on the Fort

Worth and Denver City from Amarillo. From Wichita Falls the train returned to Dallas over the Missouri-Kansas-Texas. The more important intervening towns were visited from one to three hours.

The cordiality of the reception given the Dallas party was mentioned by every member of the party. The efficiency and enthusiasm of the Chamber of commerce secretaries in the towns visited, in getting out the really worthwhile business men of the city, contributed much to the success of the trip.

The visitors reported crop conditions generally good, with the exception of some sections where rain was badly needed. No depression was noted, however, in the spirits of the people who have long ago learned that regardless of how black the prospects are "West Texas always comes back."

In the Plains territory prospects for a good wheat crop were noted and the people were extremely optimistic for the future.

West Texas seems to be far ahead of other and older sections of the State in the matter of diversification in agriculture. Dairying, poultry, fruits and vegetables, are ranking above cotton in practically every community.

But above everything else, members of the party reported, is the high type of citizenship that makes up West Texas. Largely of Anglo Saxon stock, pioneers by ancestry not far removed, they are industriously and courageously building for themselves a country that will have no rival in the state. Unbounded faith in themselves and in their country is everywhere apparent.

In the three hours between the last stop and Dallas the party assembled in the club car and reviewed the value of the trip. It was unanimously declared that Dallas has not been paying sufficient attention to this part of the trade territory and each member asserted that

(Continued on page 54)

WHY CHANGE?

"THE CITIZENSHIP of Dallas County has in the past seen the wisdom of retaining in office those whose services have been outstanding and worthy. The added value of experienced service is recognized in the continued re-election of our Judges and various other County Officers. So I submit my candidacy on the sole ground of my proven ability to give Dallas County a full measure of service. Your District Attorney is truly the 'people's lawyer.' As you employ your doctor or your lawyer, for your private affairs, on proven ability, and as you continue to employ them, so I solicit your vote and support on my ability to discharge every duty of this important office.

"During my three years of service as District Attorney the records of the Courts reflect more convictions, fewer acquittals and more substantial sentences than during any other like period. Without adding to the sorrow of the relatives of those convicted of crime by listing defendants by name, I can truthfully report that no man has been prosecuted from envy, hatred or malice, nor have I failed to prosecute for fear, favor or affection. The remarkable record of convictions in murder, robbery, rape and habitual criminal cases has been commended all over Texas and especially because the strong have not been feared nor the helpless imposed upon.

"In the management of the finances of this office I have exercised a degree of care and prudence that has enabled me to return to the General Fund, for the benefit of Dallas County, approximately \$20,000.00.

"It is with pardonable pride that I report that at the 1929 Convention of the District and County Attorneys' Association of Texas I was elected to a third term as president. I feel that this is a substantial endorsement of the efficiency of my administration and surely an impartial one.

"Pledging a continuance of vigorous and fair law enforcement, I submit my candidacy on unquestioned past performance of duty.

WM. McCRAW,
District Attorney"

(POLITICAL ADVERTISEMENT)



20 YEARS of Natural Gas



Mr. Fred Kramer's linoleum cut shows the skeleton of the Orange Street gas holder that went off duty in 1910. The artist studied ten views of the holder to find the one he liked best, scouting around among Mexican cottages and under clothes lines swung with washing.

DALLAS celebrates a light-hearted anniversary this month . . . the twentieth year of the city's natural gas. The skyline began to take on its famous sparkle in April, 1910, with 7,040 gas meters. Today there are nearly 70,000 meters in the metropolitan area.

Washington, D. C. to San Francisco

Natural gas is an irresistible bargain for industry. In the past year a dozen cities set their heads to get an automatic heat like Dallas', and are piping gas hundreds of miles. Atlanta, for instance, San Francisco, Salt Lake City and St. Louis. Washington, D. C., is next on the list, and Chicago is planning to buy Panhandle gas.



Dallas gets its gas through SIX field lines, from West Texas, the Panhandle and Oklahoma. It is one of the finest-fueled cities of the world.



1,000 British thermal units per cubic foot, is the heat content of Dallas gas, with a low flame velocity. For warming a baby's bath, or running a factory, it is the most inexpensive heat in town.

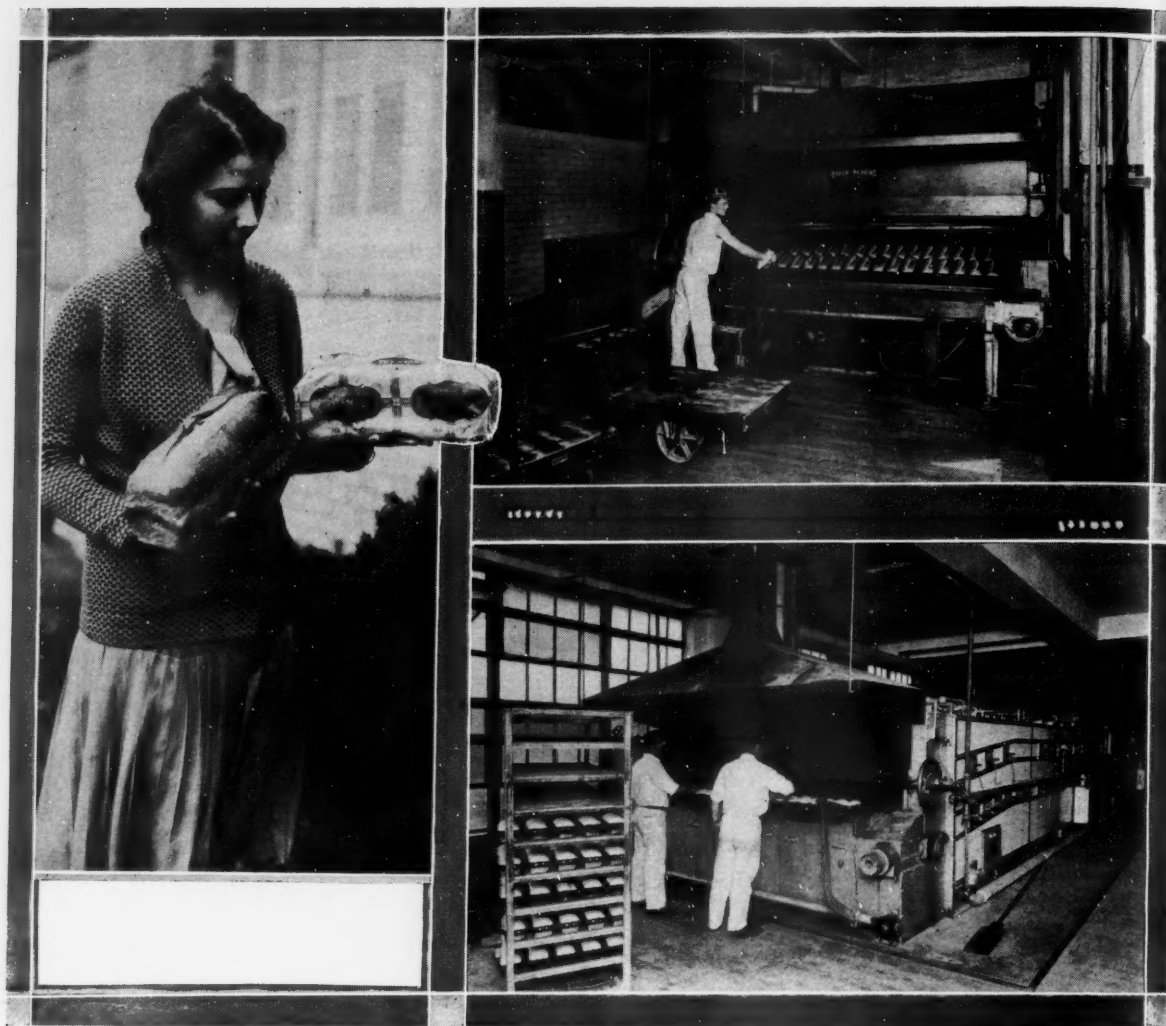
*Our engineers are at your service for advice upon all questions of heating, in installations old or new.
Please Use Them.*

The Dallas Gas Company

Obtaining Gas From

LONE STAR GAS COMPANY

Producers and Transporters of Natural Gas



What Dallas Industries Are Doing

Forty thousand loaves of bread, cast upon the waters of Southwest consumption, with not a loaf coming back to them, is a day's work at the plant of Schepps-Kleber Baking Company down on South Ervay.

This "Taystee" bread and a variety of other bakery products keeps busy some 150 employees. They are proud of this particular product down there. It involves a new idea that is said to be most popular—it is sliced, twenty-two slices to the loaf—and is knife-cut across the top just as it goes into the great 80-foot traveling oven. Evenly baked, because of this knife-cut and because of its unusual length, every loaf comes out brown and crispy. Bread is delivered twice a day fresh from

the oven to the dealer to insure no stale bread being placed into the hands of housewives.

The plant and all its equipment is far removed from the old-fashioned bakery that trusted more to luck than science for a good loaf of bread. Mixing rooms and the little ante rooms where the yeast begins its important function, are kept at a standard heat, and humidity is so controlled that no crust forms on the bread before it gets to the oven. The air in these rooms is changed every two minutes through an elaborate system of ventilation.

The big oven is gas heated. The bread passes through it on a wide, endless belt.

Preceding each batch of bread are several large pans of water to keep the baking atmosphere from becoming too dry. The oven temperature is so controlled that the first loaf and the last one in a 20,000 loaf batch cannot be distinguished from each other.

The picture above shows, to the left, an office employee of the company holding the finished product, before and after wrapping; above and to the right the bread is emerging from the ovens and dropping down through chutes to the slicing and wrapping machines; below, right, bread is being put onto the endless belt and given a knife cut across the top.

Brown Cracker & Candy Company

WHOLESALE MANUFACTURERS

OF

BROWN'S SALTINE FLAKES

(The Ideal Soda Cracker)

Brown's Fine Chocolates . . . Sunshine Distributors in Texas



We manufacture Leather Goods of all kinds for the commercial traveler.

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FINE LEATHER GOODS SINCE 1889

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BOXBOARD . . . WRAPPING PAPER
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OAK CLIFF PAPER MILLS - DALLAS

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Roller Awnings

. for all closed cars

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Duplex
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In All Sizes
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Penny Savers

Postage Savers
Policy
Time Savers
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Tin End
Specials of any Size or Stock

Hesse Envelope Co. of Texas

DALLAS

Kennedy Machine & Brass Co.

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SELL AND DISTRIBUTE PATENTED ARTICLES

Designers and Manufacturers of
SPECIAL TOOLS, MACHINERY AND STAMPING DIES

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Dallas, Texas

Manufacturers of . . .

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Schepps-Kleber Baking Company

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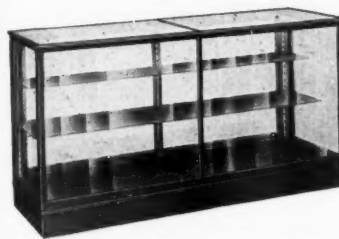
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ZINC ETCHINGS . . . HALFTONES

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QUENTIN D. CORLEY, Pres. and Gen'l Manager

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From Manufacturer direct to you—at a
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Atlas Metal Buildings

to fit the needs of every business. We build to your
specifications—FIREPROOF metal warehouses, filling
stations, cold drink stands or any type building desired.

ATLAS METAL WORKS

DALLAS

State Senate DALLAS COUNTY

Fewer
Laws



Better
Laws

NO GREATER

tragedy could come into the life and usefulness of the Dallas Chamber of Commerce than for that body of men to become interested as an **organization** in the personal political future of any man or set of men.

By the same token no misfortune could so befall Dallas County than for the members of the Dallas Chamber of Commerce as **citizens** to become careless and indifferent in affairs of government.

The power influence and responsibility conferred upon the Senate of Texas and each individual Senator — for good or evil — is in many respects greater and of more direct consequence than that conferred on the law-makers of our national government.

It *does* make a difference who makes our state laws.

To the patriotic men and women of Dallas County, I sincerely submit my candidacy, based upon my eight years of faithful and conscientious service in the House of Representatives from Dallas County and respectfully invite those who are familiar with my efforts and achievements to actively interest themselves in my behalf for the office of

**STATE SENATOR
DALLAS COUNTY
GEORGE C. PURL**

Election
Saturday
July 26

Absentee Voting
Permitted Not
More Than 10
Nor Less Than 3
Days Before
Election Date

(Political Ad)

W F A A

(Continued from page 7)

Southwest will be Station WFAA, owned and operated by The Dallas News, The Dallas Journal and the Baker Hotels of Texas. By authority of the Federal Radio Commission WFAA will increase its power to 50,000 watts as soon as its transmitting machinery is fully installed and tested. All of the mechanism has arrived and little more than the "tuning-up" process remains.

The construction permit to WFAA for a 50,000-watt transmitter was granted on November 11, 1928. It has taken eighteen months to attain the goal. The principal delay was the necessity of building the transmitter in the factories of the General Electric Company from specifications prepared by the Radio Corporation of America. The owners of WFAA, in attempting the most ambitious of broadcasting programs, decided that the investment would be too large to justify the risk of a home-built transmitter, often referred to deprecatingly as "hay-wire". Their scheme called for the best radio transmitter known to broadcasting, and without self-glorification, WFAA may assert that its new transmitter will be the best in the world. Naturally it is the last superpower set to be constructed. It incorporates the latest refinements of apparatus. Subsequent transmitters may go further toward the ideal of perfection, but so far there is no subsequent transmitter.

Station WFAA was opened on June 26, 1922, with studios in The News Building and with the transmitter located on the roof. The aerial was flown between towers placed upon the Katy Building and the Mercantile Bank Building. When the Baker Hotel opened, the studios were moved to the roof, although the transmitter remained at The News.

When the new project was started in June, 1929, the first step was to transfer the station to a location sufficiently distant from the populated centers to save radio sets from "blanketing" by the new superpower. A site was chosen on the new Northwest Highway eighteen miles from Dallas, the same distance from Fort Worth and three miles southeast of Grapevine. The elevation of the land and the flat surface added to its advantages. Here the new transmitting plant was built. The structure itself was designed along classical lines to symbolize the austere strength of electricity. The materials are concrete, tile, and brick with a white stucco finish. Plans specify that the surrounding land be cultivated as an Italian garden. Anticipating the popularity of the Northwest Highway when completed, WFAA sought to make the station a distinctive ornament for the eyes of motorists.

The BENJAMIN FRANKLIN INN

NORTH ASBURY PARK,
NEW JERSEY

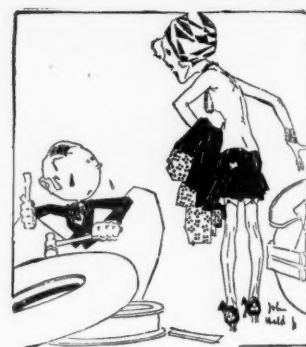
Validate your ticket here at America's Finest Seashore Resort, where you will find a delightful inn of unusual charm and friendly hospitality.

Invigorating Surf Bathing . . .
Riding. Wonderful Boulevards
along the Sea. Two daily concerts
by Pryor's Famous Band.

Golf . . . Tennis . . . Horseback

Write for attractive literature.

CARRIE E. STROUD
Owner — Manager
Now at Stoneleigh Court
DALLAS, TEXAS



Now . . .
get it fixed to last!

Don't start out again with any boots in your tires or temporary cold patches on the tubes.

Leave your tube or casing here a short while — we'll do the job right and guarantee it to last.

"SKINNIE and JIMMIE"

Downtown East Dallas
1800 Young St. 3805 Parry Ave.
7-3177 3-8115

Oak Cliff
235 West Jefferson
9-1118

Two 300-foot towers, the highest employed in general broadcasting, support the antenna. The mighty pillars of galvanized steel stand 700 feet apart. Insulation is one of their unique features. They are separated from their foundations by huge porcelain cups. This has been a vital contribution to faithful and distortionless tone quality. Unlike most aeri-als, this one is not tuned from the station house proper. A small auxiliary structure sits immediately beneath the center of the cable, thereby rendering it immune from possible magnetic influences in the main building.

The house includes a wide foyer walled with plate glass, permitting visitors a full view of the mechanism. Dormitories for the operators, garage space and other conveniences also have been provided.

The one-studio lay-out on the Baker roof manifestly was inadequate for a superpower station. Therefore, a few weeks ago, the entertainment department moved to new quarters on the third floor where it has not only facilities of a big business organization but also the most proper setting that interior decoration can devise. There are two studios, several smaller rooms that can be used for broadcasting, a large musical library, general offices, and an attractive reception room. A control room, in which power and modulation are regulated, consists of up-to-date equipment. The latest model condenser-microphones have been placed in broadcasting rooms.

"Superpower is a fearful responsibility," says Robert S. Pool, managing director of WFAA. "If the whole continent is to hear Dallas, Dallas must make sure that its programs are worthy to be heard. The new potential audience for Dallas will be as many persons as can be grouped around 12,000,000 radio sets."

Mr. Pool explained that "amateur night" is fast disappearing from radio. Talent is now tested fully for "radio quality" before it goes on the air. Programs must be timed and rehearsed. No longer may the announcer speak anything that comes to his mind. He reads from continuities expertly prepared. And radio audiences now exact standard diction including the correct pronunciation of all words. The simple business of talking has developed into an art requiring perfected technique, cultural background, whole-hearted specialization.

Ever since construction began on the transmitter, WFAA has been preparing for its national audience. One program, sponsored commercially, is dedicated to the industries of Texas. Another seeks to convey the picture of a metropolitan Dallas by the presentation of classical music performed entirely by Dallasites. Other

COULD YOU USE MORE BUSINESS ?



Good Business is always the result of Optimism. The spirit of optimism is generated by word of mouth and the printed word. Direct Mail is one of the greatest forces for good business. It tells only the optimistic stories you wish told. **OFTEN SALESMEN DO NOT.**

If you could use more business you should make it your business to use more Direct Mail. Possibly you realize that, but you are looking for an added idea to make your Direct Mail Advertising more effective. We welcome a chance like that with open arms. More than three hundred clients call from time to time and ask for additional ideas . . . and they get good ones.



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Southwest Printing Co.

Cowan «» Van Huss «» Malone

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Conveniently Located at 917 Camp Street

NOISE!

Noise—the clatter of typewriters, adding machines and other mechanical devices; the shuffling of feet and the hum of dictators' voices grows in intensity in the average office because of hard reflecting surfaces of walls and ceilings.



Noise distraction breaks down nerve resistance, scatters attention that ought to be concentrated, increases blood pressure and is destructive to efficiency.



"Cut out the noise,"—promote healthful, soothing, restful working conditions in your office with

ACOUSTI—CELOTEX

S. W. NICHOLS COMPANY

P. O. BOX 1107 PHONE 3-2166

209-11 EXPOSITION AVENUE

DALLAS, TEXAS

Ediphone

Edison's New Dictating Machine

WE REPRESENT THOMAS A. EDISON, INC., IN THIS TERRITORY
IN THE SALE OF EDISON'S NEW DICTATING MACHINE

THE Ediphone

We carry a large stock of EDIPHONE equipment and our organization is equipped to render prompt and efficient service.

Our long list of Ediphone users, both large and small organizations, is a proof of the value of the Ediphone system in any organization.

WE CAN HELP YOU

THE EDIPHONE COMPANY

A Unit in the National
Ediphone Service
Organization

615-617
CONSTRUCTION BLD.
Phone 2-6976

Correspondence Methods
Organized and maintained
to simplify business

business firms gain audiences for their individual messages by sponsoring radio periods that win attention. Although WFAA is giving much consideration to programs originating in Dallas, it continues to transmit the leading New York hours at WFAF and WJZ which come to Texas through the National Broadcasting Company's Network.



An Expert Speaks

(Continued from Page 8)

This freedom is a challenge to his resourcefulness, a stimulus to his merchandising ingenuity. He is able to devise original methods that will appeal especially to his customers. This possibility of rendering a pleasingly individual service is, perhaps, the greatest asset of the independent retailer today.

What does the independent retailer need to do in order to attain success? Before all else, he needs, I think, to take a leaf from the book of his formidable competitors—that leaf on which the word "Efficiency" is written. He needs to introduce (or reinforce) business practices of the most rigorous economy, based on principles of modern scientific management. Innumerable retail stores are already so managed, and are correspondingly successful; and whatever I have said in the way of criticism should be considered as applying only to those enterprises which are obviously deficient.

To proceed efficiently, a merchant of any type needs, above all else, dependable facts as to his particular trade problem. He must marshal every possible item of experience and information bearing upon his specific situation. To help him in that task, the Department of Commerce is carrying forward today a truly vast variety of fact-finding and trade-promotive efforts.

IN DALLAS

12 MONTHS

EVERY YEAR

Supplying Representative Business
Concerns with effective Advertising
Specialties.



Wait for an inspection of a Dallas
Made Line before hastily contract-
ing elsewhere.



HAYDEN MFG. CO.

Now At
1415 Young at Browder
Phone 7-5691

Trinity Project Gains Attention

J. M. Davis, president of the Delaware, Lackawana and Western Railway, has sent to The News, a clipping from a New York paper, headed "Growing Dallas Moves River Away," which reads as follows:

Primarily to provide opportunity for the expansion of the industrial district of Dallas, now limited by the Trinity River and adjoining bottom lands, the city and county of Dallas, through the Flood Control District, are now engaged in a gigantic reclamation by which 10,000 acres of land will be available for use. The Dallas Real Estate Board estimates the present value of this land at \$3,200,000. After reclamation and subdivision, it will be worth about \$52,000,000. Part will become a portion of the Oak Cliff residential section, the remainder, of the industrial district.

The program involves moving the three forks of the Trinity about two and one-half miles, shortening the river ten miles by straightening the channels, and the construction of twenty-five miles of embankments thirty feet high and 154 feet thick at the base. The latter will be capable of controlling flood waters two and one-half times greater in volume than the record flood of 1908.

The flood district's part of the work will cost \$6,500,000, which will be taxed against the land reclaimed. The city of Dallas will spend \$3,200,000 for underpasses and storm drainage, and the county almost as much for road work, viaducts and approaches. The railroads and interurban lines will raise their roadbeds and move their tracks, and other utilities will conform their structures to the plan of reclamation. The total cost will be approximately \$20,000,000.

The reclaimed area will contain a lake thirty feet deep and about 150 acres in extent. There is also a possibility of a park of some 4,200 acres being developed within the embankments.

Mr. Davis added: "Fine. Insist on a park. Cities need parks and municipal golf links to keep young and old from the dives during increased leisure which they are securing through the shorter working hours."

Reprint from The Dallas News

SUCH AUTHORITATIVE COMMENT AS THIS » »

Many men prominent in the National field of industry have viewed the work being carried on in the Trinity River Reclamation District. In every case, the tremendous possibilities of the program have won the instant and enthusiastic comment of all who have viewed it.

Clipped from the columns of the Dallas News, the comment of J. M. Davis, President of the Delaware, Lackawana and Western Railroad is shown at the left, and is typical of the trend of expression made by such industrial leaders.

Eighteen Years Ago »»»

Eighteen years ago the Dallas-Oak Cliff viaduct was formally opened to the public. At that time the longest concrete viaduct in the world. The occasion was a gala day for the citizens of Dallas and Oak Cliff. The picture below, taken at the time, shows part of the crowd of 58,000 that thronged to the event. The famed Dallas skyline had just begun to bud and may be glimpsed in the background.

The planning and ultimate construction of this bridge was a pronounced step forward in the business and social life of the city. Many obstacles stood in the way, but the bridge was built and stands today as a concrete symbol of the courage and vision of the men who dared dream the dream. It focused the eyes of the nation on Dallas at the time. It has played a vital part in the growth and expansion of the city. Today it is one of the heaviest traveled thoroughfares in the world.

Opening of Dallas-Oak Cliff Viaduct, 1910





Present Dallas Skyline

« « and Today !

Today the greatest reclamation project ever undertaken by any inland city in the world is underway in Dallas, with its approximate center marked by the Dallas-Oak Cliff viaduct. The County of Dallas, the City of Dallas, public utilities, railroads, property owners and private interests are pooling their money and energies to control and remove for all time the menace of flood waters from the Trinity River.

Twenty millions of dollars are being spent. Eighteen million cubic yards of dirt are being moved. Twenty-five miles of embankment, 154 feet at the base and 30 feet in height are being thrown up. The river itself is being moved bodily over two and one half miles. New channels totaling 15 miles are being constructed—and this ambitious program because the city has outgrown its needs of eighteen years ago. Industrial expansion in the Southwest has centered in Dallas. The total resources of this section stand at the tremendous figure of over \$6,000,000,000 yearly. Demand for industrial sites to serve this market will be answered for years to come by the completion of this project—already over 60 per cent accomplished.

and SUCH CONVINCING ACTION AS THIS » » »

Activities of such outstanding corporations as the Texas and Pacific Railroad in connection with their development program in the Trinity River Reclamation project speak volumes as to the opinions held by such corporations regarding future possibilities for this section.

The clipping shown at the right, taken from an issue of the Dallas News of Dec. 9, 1929, explains this action of this railroad in increasing its initial expenditure for work in the district by some half-million dollars. Here is the opinion of a leading transportation organization. Public utility concerns, and, in fact, all those whose activities touch the district are co-operating in the same wholehearted manner.

\$500,000 More to Be Spent on T. P. Bridge

A 2,000-foot steel bridge, resting on concrete piers, will be built from levee to levee across the Trinity River here by the Texas & Pacific Railway, instead of a crossing consisting of piling trestles and only four steel spans on concrete piers, as originally contemplated.

New plans will call for expenditure of nearly \$500,000 more than former plans for the crossing, it is expected. Cost of the bridge as now planned will be in the neighborhood of \$900,000, not including fills leading to it, it is thought.

Sixty-foot steel girders will bridge the entire 2,000 feet, with the exception of a 200-foot steel span over the new channel of the river. All will be placed on concrete piers. It will be a double track bridge, and the tracks must be about thirteen feet higher than tracks on the present crossing because of levees being built under the reclamation project.

The T. & P. will be ready to let the contracts for the bridge within the next sixty days, it is estimated.

With its graceful steel spans, probably to be coated with aluminum paint, and its immense concrete piers, the new crossing certainly will not be unattractive. It will be built alongside the present bridge, on the north side. Heavy rails, 110-pounders, will be laid on the new bridge.

*Reprint from Dallas News
Issue Dec. 9, 1929*

Classified Directory

KEY: B—Broker; D—Distributor; E—Exporter; FB—Factory
Branch; I—Importer; J—Jobber; M—Manufacturer; MA—
Manufacturers' Agent; R—Retailer; W—Wholesaler



of Members
of the

DALLAS CHAMBER OF COMMERCE

On the following pages of this magazine will be found the names of those firms and individuals making up the membership of The Dallas Chamber of Commerce. For the convenience of purchasing agents and others buying from "The Market of the Southwest" the names are classified according to lines of business engaged in by each. Use of the key above will give a more accurate description of the firms.

PUBLISHED AS OF APRIL 21, 1930

Abstracts of Title

Dallas Title and Guaranty Co., 1303 Main St.
New York Title & Mortgage Co., Dallas Branch, 717
First National Bank Bldg.
Stewart Title Guaranty Co., 1221 Main St.
Union Title & Trust Company, 1400 Main St.

Accountants and Auditors

Barrow, Wade, Guthrie & Co., 712 Santa Fe Bldg.
Ernst & Ernst, 1109 First National Bank Bldg.
Haskins & Sells, Magnolia Bldg.
Hutchinson, Smith, Prince & Harris, 1306 Santa Fe
Bldg.
International Accountants Society, Inc., 509 Republic
Bank Bldg.
Nelson Audit Company, 1318 First National Bank
Bldg.
Pest, Marwick, Mitchell Co., 605 Santa Fe Bldg.
Peter & Moss, 1601 First National Bank Bldg.
The Railway Re-Auditing Co. (Railway Accounts),
1628 Allen Bldg.
Rankin & McAlpine, 701 Mercantile Bldg.
Schooler, Bird & McCullough, 511 Santa Fe Bldg.
Whitwell, O. D., 509 Republic Bank Bldg.
Young & Co., Arthur, 1501 Magnolia Bldg.

Adding Machines

Burroughs Adding Machine Co. (FB), 703-4-23 Santa
Fe Bldg.

Addressing Machines

Addressograph Sales Co. (FB), 314-15-16-17 Prae-
torian Bldg.

Addressing and Mailing

Boyetette Letter & Employment Service, 714 Praetorian
Bldg.
Cloud Employment & Letter Service, 813-14 Marvin
Bldg.
Commercial Printing & Letter Service Co., 913-19
Santa Fe Bldg.
Dallas Mailing Company, 1916½ Main St.
Ridgway Mailing Co., 1702 St. Louis St.
Sims Letter Co., 606 Wholesale Merchants Bldg.

Advertising

Carpenter-Rogers Co., 805 Wholesale Merchants Bldg.
Cockrell, Clyde C., 613-A Main St.
Collier, Inc., Barron G. (Street Car Adv.), 829
Kirby Bldg.
Colville & Son, J. M., 1725 N. St. Paul St.
Commercial Printing & Letter Service Co. (Direct by
Mail), 918-19 Santa Fe Bldg.
Dallas Poster Advertising Co. (M), 101 N. Haskell
Ave.
Diamond Steel Highway Sign Co., Inc. (Highway),
4038 Commerce St.
Direct Advertising & Printing Co., 210 S. St. Paul St.
Haskett, Fred L., Adolphus Hotel Lobby
Hope-Mills Advertising Agency, 609-11 Central Bank
Bldg.
Janelli Advertising Service (House to House Distribut-
ing and Window Trimming), 1604 Young St.
Johnston Printing & Advertising Co. (M), 1901 Mc-
Kinney Ave.
Manufacturers' Advertising Association, (Specialty),
421 North Texas Bldg.
National Telephone Directory Company (Telephone
Directory), 604 Telephone Bldg.
North Texas Advertising Company, 2120 Young St.
Padgett-McIntyre Co., Inc. (M), 2019 Bryan St.
Ratcliffe & Dewey, 1220 Mercantile Bldg.
Simpson, Inc., Jas. P. (Theatre Adv.), 317 N. Beck-
ley Ave.
Sims Letter Co. (Direct by Mail), 606 Wholesale
Merchants Bldg.
Street Bulletins, Inc., 601 Praetorian Bldg.
Texas Daily Press League, Inc., 510 Mercantile Bldg.
Texas Publication House, Inc., 2500 McKinney Ave.
Tracy-Locke-Dawson, Inc., 5th Floor, Majestic The-
atre Bldg.
United Advertising Corporation (M), (Billboard),
Main St. & Haskell Ave.

Advertising Novelties

Brown & Bigelow (MA), (Art Calendars), 218
Southwestern Life Bldg.
Hayden Manufacturing Co., Inc. (M), 1415 Young
St.
Lake & Co., Inc., Fred L. (M-W-R), 1015 Elm St.
McQueen, F. (MA), 1003½ Main St.
No-Drip Co. (Slip-on Paper Holders for Cold Drink
Bottles), (M), 631 Wilson Bldg.
Stellmacher & Clark (MA), 2715 Elm St.
Texas Novelty Advertising Co., 526 Santa Fe Bldg.
Weaver Badge & Novelty Co., 1015 Elm St.

Advertising Specialties

American Beauty Cover Co. (M), 1902-8 Orange St.

Aero Equipment

Russell-Mfg. Co., The, 2208 Commerce St.

Agricultural Implements and Supplies

Avery & Sons Plow Co., Inc., B. F. (FB), Pacific
Ave. & Market St.
Case Co., J. I. (FB), 300 N. Austin St.
Deere Plow Co., John (FB), 501 Elm St.
Ferris Tractor Co. (WR), 3610 Commerce St.
George Machinery Co., R. B. (W), 1135 S. Lamar St.
International Harvester Co of America (FB), 211 N.
Austin St.
Lane Vegetable Spray Co., (Vegetable Spray Manu-
facturers), 4501 Buena Vista
Meador & Blakemore (MA), 1135 S. Lamar St.
Oliver Chilled Plow Works (FB), 1106 Wood St.
Pierce, W. M. (WR), 701 Elm St.
Southern Plow Co., The (M-W), 608 Elm St.
Southern Rock Island Plow Co. (FB), 401 Elm St.
Southern Supply Co., The (W), 209 N. Jefferson St.
Southwestern Implement Corporation, 310 Fidelity
Union Bldg.
Texas-Ohio Cultivator Co. (FB), 504 Elm St.
St.

Agriculture and Live Stock

Caruth, W. W., 4949 Swiss Ave.
Drane & Stephenson, 1209 Main St.
Flowerdale Farm, 3000 Holmes St.
Hapgood, K. N., 809 First National Bank Bldg.
Slaughter, C. C., 619 Slaughter Bldg.
Slaughter, E. Dick, 319 Slaughter Bldg.

Air Port Signals

Electric Illuminating Co., 308 Gaston Bldg.

Air Transportation

National Air Transport, 1101 Commerce St.
Southwest Air Fast Express, Love Field, Hangar No. 1

Airplanes

Dallas Aviation School (M), Love Field, Hangar No. 6.
Watkins Skylark, The (M), 2228 San Jacinto St.

Aluminum Ware—Retail

Super Maid Cook-Ware Corp., 4228 Main St.

Aluminum Ware—Wholesale

Aluminum Specialty Co., Inc., (FB), 1407 Young St.

Amusements and Amusement Resorts

Dallas Athletic Ass'n (Baseball Club), 1500 Jefferson
Ave.
Dallas Rooters Club, 1419½ Commerce St.
El Tivoli (Supper Club), Fort Worth Pike
Interstate Amusement Co., Majestic Theatre Bldg.

Apartment Hotels

Argyle Apartments, Oak Lawn Ave. & Hall St.
Melrose Court, 3015 Oak Lawn Ave.
Oak Lawn Inn, 3700 Cedar Springs
Sanger Hotel & Apartments, 1611 Canton St.
Stoneleigh Court, 2927 Maple Ave.

Appraisers

American Appraisal Co., 612 Mercantile Bldg.
Coats & Burchard Co., 904 Southwestern Life Bldg.
Floyd & Lochridge, 525 Wilson Bldg.
Miller, Henry (Real Estate), 409 Southland Life
Bldg.
Miller, Lawrence (Real Estate), 1107 Praetorian Bldg.

Architects

DeWitt & Washburn, 1228 Kirby Bldg.
Flint & Broad, 606 Melba Theatre Bldg.
Greene, Herbert M., La Roche & Dahl, 309 Construc-
tion Industries Bldg.
Knight, Henry C., 330 Wilson Bldg.
Korn, Anton F., 802 Thomas Bldg.
Lang & Wittchell, 300 First National Bank Bldg.
Peterman, Fred F. & C. F., 1222 Mercantile Bldg.

Architects and Engineers Supplies

Huey & Philp Hardware Co. (WR), 1029 Elm St.
Johnson, John J. (R), (Blue Print Paper), 1912 N.
St. Paul St.
Southwestern Blue Print Co. (R), (Blue Prints), 107
Construction Industries Bldg.

Armored Motor Service

Armored Motor Service, Inc., 408 S. Poydras St.

Artists—Commercial

Cahoon, Guy F., 1210 Athletic Bldg.
Cargo, Hugh, 1816 Allen Bldg.

Artists—Scenic

King Studios, Inc., 309 S. Harwood St.

Artificial Limbs and Braces

Hedgecock Artificial Limb & Brace Co. (M), 1306½
Commerce St.

Asbestos Products

Johns-Manville, Inc. of Texas (FB), 416 Magnolia
Bldg.
Rogers Asbestos Co. (W), 947-51 S. Lamar St.

Associations and Societies

American Cotton Growers Exchange (Cooperative Cot-
ton Marketing), 1108 S. Ervay St.
American Institute of Steel Construction, 1014 South-
western Life Bldg.
Associated General Contractors of America, Dallas
Chapter, 7th Floor Construction Industries Bldg.
Dallas Athletic Club, Elm, St. Paul & Pacific.
Dallas Grade Teachers' Council, 1241 Athletic Club
Bldg.
Dallas High School Teachers' Association, 1241 Ath-
letic Club Bldg.
Electrical Workers Local No. 59, Labor Temple
Linakie, Ben (Sheet Metal Workers Local Union No.
25), 1920½ Main St.
North Texas Cotton Breeders Ass'n, 1212 Praetorian
Bldg.
Nyal Service Drug Stores Club, Beckley & Woodin
Blvd.
Scott, W. A., Gen. Sec'y, Y. M. C. A., 1910 Com-
merce St.
Shea, J. M., Sec'y Bricklayer's Union, Labor Temple
Wilson, R. L., Sec'y Post E., T. P. A., 1105 Santa
Fe Bldg.

Attorneys

Aldredge, George N., 1702 First National Bank Bldg.
Bailey & Bailey, 806 Kirby Bldg.
Bartlett, Brown & Thornton, Mercantile Bldg.
Beall, Worsham-Rollins-Buford & Ryburn, 725 Inter-
urban Bldg.
Belsterling, Edw. A., 1225 Kirby Bldg.
Burgess, Burgess, Chestman & Brundidge, 1108
Southwestern Life Bldg.
Callaway & Reed, 1902 Santa Fe Bldg.
Camp, Alex., 1104 First National Bank Bldg.
Camp, T. L., 1104 First National Bank Bldg.
Carden, Starling, Carden & Hemphill, 421 Fidelity
Union Bldg.
Carpenter, Clarence, 305-6 Melba Bldg.
Coke, Alex. S., First National Bank Bldg.
Coke, Henry C., First National Bank Bldg.
Coke, Rosser J., First National Bank Bldg.
Crane & Crane, 1804 Santa Fe Bldg.
Davidson, T. W., 15th Floor, Praetorian Bldg.
DeBogory, Eugene, 1904 Republic Bank Bldg.
English, C. C., Telephone Bldg.
Flanary & Aldredge, 1702 First National Bank Bldg.
Flippin Law Offices, William H., 611 Linz Bldg.
Goggans & Ritchie, Praetorian Bldg.
Gray, Edward, 1305 Kirby Bldg.
Gresham, T. D., General Attorney, Texas & Pacific
Railway Co., T. & P. Bldg.
Hall, Albert B., 1203 Mercantile Bldg.
Holland, Wm. M., Mercantile Bldg.
Huff, C. C., General Attorney, Missouri-Kansas-Texas
Railroad Co., Katy Bldg.
Irish, Gilbert H., First National Bank Bldg.
Jackson, A. S., 310 Slaughter Bldg.
Lawther, Harry P., 1203 Magnolia Bldg.
Leake, Henry, Wozencraft & Frank, Attorneys, 604
Magnolia Bldg.
Lee, Geo. T., c/o Goggans & Ritchie, Praetorian Bldg.
Leffingwell & Dixon, 1901 Santa Fe Bldg.
Locke, Locke, Stroud & Randolph, First National Bank
Bldg.
Love, Thomas B., Republic Bank Bldg.
Marshall, S. W., Republic Bank & Trust Co., Repub-
lic Bank Bldg.
McBride, O'Donnell & Hamilton, 1201 Southwestern
Life Bldg.
McCormick, Bromberg, Leftwich & Carrington, Mag-
nolia Bldg.
McCraw, William (District Attorney), Criminal
Courts Bldg.
Milam, Lynn B. (Civil), 1405 Dallas National Bank
Bldg.
Owsley, Alvin, 1219½ Main St.
Phillips, Nelson, 1401 Kirby Bldg.
Pippen, C. A. (Judge Criminal District Court No. 2),
Criminal Courts Bldg.
Purl, George C., 802 Dallas National Bank Bldg.
Read, Lowrance & Bates, 1010 Kirby Bldg.
Rembert, Adair, 18th Floor, Republic Bank Bldg.
Renfro, Ledbetter & McCombs, 818 Mercantile Bldg.
Robertson, Felix D., 1216 Kirby Bldg.
Robertson, Robertson & Payne, 1201 First National
Bank Bldg.
Saner, Saner & Jack, 1412 Magnolia Bldg.
Saxon, Lyle, 714 First National Bank Bldg.
Seay, Seay, Malone & Lipscomb, 5th Floor, Southland
Life Bldg.
Smithdeal, Shook, Spence & Bowyer, 802 Kirby Bldg.
Thompson, Knight, Baker & Harris, 18th Floor, Re-
public Bank Bldg.

Attorneys—(Continued)

Thompson, Will C., Republic Bank Bldg.
Thompson, William, 18th Floor, Republic Bank Bldg.
Touchstone, Wight, Gormley & Price, 1102 Magnolia Bldg.
Townsend, Murphy W., 1309 Republic Bank Bldg.
Turner, Rodgers, and Winn, 1010 Republic Bank Bldg.
Wallace-Taylor & Vickrey, 1103 Santa Fe Bldg.
Weisberg, Alex F., 18th Floor, Republic Bank Bldg.
West, John W., 609 Slaughter Bldg.
White & Yarbrough, 409 North Texas Bldg.
Whitehead, J. E. (Union Mortgage Co.), 1002 Santa Fe Bldg.
Whitwell, O. D., 509 Republic Bank Bldg.
Willis, J. Hart & Madden, J. W., Jr., 805 Republic Bank Bldg.
Wilson, Geo. O., 1606 Republic Bank Bldg.
Wright, Geo. S., 18th Floor, Republic Bank Bldg.
Young, John L., 1505 First National Bank Bldg.

Automobiles

Auburn Dallas Co. (R), 2200 Main St.
Buick Motor Co. (FB), 2001 McKinney Ave.
Burton, Pickens (R), 1415 Patterson Ave.
Cameron Motor Co., Walter C. (R), (Oaklands & Pontiac), 808 N. Harwood St.
Covington-Sheppard Motor Co. (Used Cars), 2000 Pacific Ave.
Durant Motor Co. of Texas (FB), (Stars & Durants), 710 N. Harwood St.
Filgo Johnson Company (DeSoto), (R), 2115 Commerce St.
Fishburne Motor Co. (R), (Fords), 101 N. Houston St.
Flippin Auto Co. (R), (Fords), 1917 Ross Ave.
Ford Motor Co. (FB), (Assembly Plant), East Grand Ave.
Gauley-Siffer Co. (Hupmobile), 2413 Commerce St.
Gough Motor Co. (R), (Willis Knight & Whippet), Ervay & Cadiz Sts.
Graham-Paige Co. of Texas (FB), 1914 N. Harwood St.
Hamilton Motor Co., C. S. (Chrysler Distributor), Bryan & Pearl Sts.
Jordan Dallas Motor Company (Jordan Distributors), 2201-5 Commerce St.
Karlen & Hurst (Used Cars), 2509 Main St.
Lambert Motor Co., Inc. (R), (Fords), 3800 Main St.
McColister Chevrolet Co. (R), Ervay & Cadiz Sts.
Miller Oldsmobile Co. (R), 2123 Main St.
Morgan-Hill Motor Co. (R), (Hudson & Essex), 2210 Pacific Ave.
Morris Co., John E. (R), (Fords), 120 N. Lancaster Ave.
Morris Buick Company (WR), 2108 Cedar Springs Road.
Nash-Texas Company (R), (FB), 2205 Live Oak St.
Olds Motor Works (FB), 2100 N. Harwood St.
Packard-Scruggs Co. (WR), (Packards), 2103 Pacific Ave.
Perry Motor Co. (Dodge Distributor), (WR), 2121 Pacific Ave.
Prather Cadillac-LaSalle Co. (WR), 2115 Live Oak St.
Reo Motor Car Co. of Texas (FB), 2120 N. Harwood St.
Rose-Wilson Co. (R), (Fords), 1218 S. Ervay St.
Shelton & Co., J. H. (Fords), 2311 Main St.
Shelton Chevrolet Co. (R), 2656 Main St.
Studebaker Corporation of America (Texas Branch), Canton & Browder Sts.
Trost Motor Co., Leo J. (R), (Franklin), 701 N. Pearl St.
Universal Motors Inc. (R), (Lincoln), 4027 Oak Lawn Ave.

Automobile Accessories

Babcock Brothers Auto Supply Company, 2000 Commerce St.
Beach-Wittmann Co., 2210 Live Oak St.
Better Products Co., Inc., 409 N. Zangs Blvd.
Butler Brothers (W), Young & Ervay Sts.
Crawford Mfg. Co., Inc. (M), (Fabric), 1300-04 Marilla St.
Ferris Co., The (W), 2033 Commerce St.
Gibson Co., The J. J. (MA), 2016 Canton St.
Hall Curtain Corporation (M), (Sun Shade Mfgs.), 1109-17 N. Lancaster Ave.
Hollingshead Co., The R. M. (FB), 705 Marvin Bldg.
Moore Brothers Electric Co., Inc. (W-R), 1906 Jackson St.
Motor Tool Specialty Co. (Tools), 2809 Main St.
Pilot Ray Sales Organization of Texas, 2503 Commerce St.
Schoellkopf Co., The (W), 305 S. Lamar
Smith Co., Harrison (W), 2123 Commerce St.
Southern Supply Co., The (W), 209 N. Jefferson St.
Southwest Wheel & Rim Co., Inc. (W), 2500 Commerce St.
Stewart-Warner Sales Co., (FB), 2122-24 Jackson St.
Weaver Spring & Bumper Works (M), (Bumpers), 402 N. Pearl St.
Western Auto Supply Co. (W-R), 2100 Commerce St.
Westinghouse Electric Supply Co. (W), 409 Browder St.

Automobile Finance

American Motors Finance Co., 928-9 Kirby Bldg.
C. I. T. Corporation, 808 Republic Bank Bldg.
Clayton & Co., Harold E., 605 Marvin Bldg.
Commerce Securities Corporation, 1405 First National Bank Bldg.
Covington-Sheppard Motor Co., 2000 Pacific Ave.
Dal-Tex Auto Loan Co., 708 Wilson Bldg.
General Motors Acceptance Corporation, 900 Athletic Club Bldg.
Jackson, A. A., 811 First National Bank Bldg.
Rose Investment Co., Athletic Club Bldg.
Standard Investment Co., 2210 Main St.

Auto Painting and Top Repairing

A & K Auto Top & Paint Co., Inc., 2604 Main St.

Automobile Parts

Ferris Co., The (W), 2033 Commerce St.
Morris, John E. (R), 120 N. Lancaster St.
Motor Parts Depot, Inc., 2204 Commerce St.
Ramsey Radiator & Welding Co. (Radiators & Repairs), 618 N. Akard St.
Russell Mfg. Co., The, 2208 Commerce St.
Sierk Co., Inc., The, Herbert (M-W), 2705 Williams St.
Standard Service Parts, Inc., 2702 Commerce St.
United Motors Service, Inc., 2816-28 Commerce St.
Weaver Spring & Bumper Works (M), (Springs), 402 N. Pearl St.

Automobile Polish

Better Products Co., Inc., 409 N. Zangs Blvd.
Hollingshead Co., The R. M. (FB), 705 Marvin Bldg.
Real-Finish Manufacturing Co., 1005½ Main St.

Automobile Rentals

U-Drive-It Service, Inc., 1906 Pacific Ave.

Automobile Storage

Adolphus Auto Rent Co., 1326 Commerce St.
Magnolia Garage, 1600 Jackson St.
Nichols Bros. Garage, 1320 Commerce St.
Walter Hotel Auto Storage, Nob, 1410 Jackson St.

Automobile Theft Bureau

Automobile Theft Bureau, 707 Republic Bank Bldg.

Automobile Upholstering Materials

Padgett Bros. Co. (W), 1020 Commerce St.
Schoellkopf Co., The (W), 305 S. Lamar St.

Automobile Washing and Polishing

Edwards Oil Co., Frank & Fred, 2001½ Pacific Ave.
Tennant-Haskins Auto Wash Co., Ross Ave. & Pearl St.

Automotive Cleaning Equipment

Safford Co., R. R. P. O. Box No. 931
Tridex Corporation (FB), 221 N. St. Paul St.

Automotive Electric Equipment

Beard & Stone Electric Co., Inc. (WR), 2312 Main St.
Gibson Co., The J. J. (MA), 2016 Canton St.
Moore Brothers Electric Co., Inc. (WR), 1906 Jackson St.
Smith-Perry Electric Co. (W), 2008 Carter St.
Wagner Electric Corp. (FB), 734 Allen Bldg.
Westinghouse Electric Supply Co. (W), 409 Browder St.

Aviators—Commercial

Dallas Aviation School, Love Field, Hangar No. 6
Fairchild Aerial Surveys, Inc., 2100 N. Harwood St.

Awnings and Tents

Dallas Tent & Awning Co. (M), 3401 Commerce St.
Ewell Tent & Awning Co. (M), 510 N. Akard St.
Penniman, Inc. (M), 3921 Gaston Ave.

Badges and Buttons

Acme Rubber Stamp Co., 1608½ Main St.
Weaver Badge & Novelty Co., 1015 Elm St.

Bags

American Beauty Cover Co. (M), (Duck or leather), 1902-8 Orange St.
Bruce Bag & Burlap Co. (W), (New or Secondhand) 1615 Pearlstone St.
Chase Bag Co. (M), 1111 S. Lamar St.
Fulton Bag & Cotton Mills (M), Preston St. & Pacific Ave., P. O. Box 1356
Superior Burlap Bag Co., Inc., 2411 Cottonwood St.

Bagging and Patching

Chase Bag Co. (M), 1111 S. Lamar St.
Fulton Bag & Cotton Mills (M), Preston & Pacific Ave., P. O. Box 1356
Simmons & Co., John J. (W), 808½ Commerce St.
Superior Burlap Bag Co., Inc., 2411 Cottonwood St.

Bakeries

Baird's Bread Co., Mrs., Bryan & Carrol Sts.
Campbell Baking Co. (W), 2100 Thomas Ave.
Chocolate Shop Bakery (W-R), 2109 S. Ervay St.
Corder's Bakery (W), 3013-15 Colonial Ave.
Hubig Co., Simon (W), 2822 McKinney Ave.
Knott's Bakery, Inc. (W), (Bread Only), 4120 Commerce St.
Mel-O-Cream Donut Co. (Doughnuts Exclusively), 314 N. Akard St.
Scheppe-Kleber Baking Co. (W), 2225 S. Ervay St.
Southwest Baking Co., 3005 Elm St.

Bakers' Supplies

Dennerly, Inc., Charles (FB), 2824 Williams St.
Fink Co., The (W), 1007 Hord St.
Johnson Co., E. A., (MA), 901 S. Preston St.

Band Instruments

Whittle Music Co., D. L. (R), 1213 Elm St.

Banks and Bankers

Carden, Geo. A. (Carden Green & Co.), 43 Exchange Place, New York, N. Y.
Dallas Clearing House Association (J. S. Mansfield, Mgr.), Dallas National Bank Bldg.
Dallas National Bank, 1530 Main St.
Dallas Bank & Trust Co., 1301 Main St.
First National Bank in Dallas, 1401-9 Main St.
Gray, Edward, 1305 Kirby Bldg.
Lawther, Joe E., Liberty State Bank Bldg.
Liberty State Bank of Dallas, Elm & Harwood Sts.
Mercantile Bank & Trust Co. of Texas, Magnolia Bldg.
National Bank of Commerce of Dallas, Texas, Elm and Poydras Sts.
Republic National Bank & Trust Co., 1309 Main St.
State Trust & Savings Bank, 1606 Main St.
Talley, Lynn P., Federal Reserve Agent, Federal Reserve Bank of Dallas
Texas Bank & Trust Co., Main & Lamar Sts.
Walsh, Col. C. C. (Federal Reserve Bank), 3606 Crescent Ave.

Bank Checks

Bankers' Supply Co. (M), (Division The Todd Sales Co.), 2021 Jackson St.
Bennett Printing Co., Corsicana St. & Park Ave.

Banks—Industrial Loan

Dallas Morris Plan Bank, The, 1003 Main St.

Bank Pass Books and Check Book Covers

American Beauty Cover Co. (M), 1902-8 Orange St.
Bennett Printing Co., Corsicana St. & Park Ave.

Barber Colleges

Burton Barber College, 602 Commerce St.

Barber Shops

Santa Fe Barber Shop, 1007 Santa Fe Bldg.

Barbers' Supplies

Hoffman Co., C. E. (W), 1712 Commerce St.
Weichsel Co., The (W-M), 1105 Jackson St.

Baskets and Crates

Verhalen Co., Walter (M-R), 1001 Burt Bldg.

Batteries

Cooper Corporation, The (W), 301 N. Market St.
Folsom Co., The (MA), (Radio Devices), 212 N. Austin St.
Hess & Mooneyham, Inc. (M), (Composition Battery Boxes) 507 First Ave.
Monark Battery Co., Inc. (M), 4122 Commerce St.
Moore Brothers Electric Co., Inc. (M-W), 1906 Jackson St.
National Battery Co. (FB), 3605 Main St.
Willard Storage Battery Co. (FB), 1502 Dallas National Bank Bldg.

Bearing Rebabbitting

Watkins Rebabbitting Dallas, 2228 San Jacinto St.

Beauty Parlor Supplies

Chicago Human Hair Co., 1605 Jackson St.

Beds and Springs

Marshall Co., Inc., The., Love Field.
Murphy Door Bed Co. (FB), 1919 Pacific Ave.

Belting and Packing

Dallas Belting Co. (W), 2615 Commerce St.
Duckert Brothers Belting Co. (M), 703 Elm St.
Russell Manufacturing Co., The, 2208 Commerce St.
Southern Supply Co., The (W), 209 N. Jefferson Ave.
United States Rubber Co. (FB), Santa Fe Bldg., Unit No. 4

Beverages

Coca Cola Bottling Co. (M), 1101 Second Ave.
Coca Cola Co. (FB), 2019 N. Lamar St.
Home Bottling Supplies Co., 2213 Cedar Springs Dr.
Pepper Co. (M), 429 Second Ave.
Maltermore Vineyards Assn. (W-R), Santa Fe Bldg., Unit No. 3
Morgan Warehouse & Commercial Co. (W), 1917 N. Houston St.
NuGrape Bottling Co. (M), 1719 S. Ervay St.
Premier Distributing Co. (MA), 1301 Broom St.
Threemor Products Co. (M), 2007 S. Ervay St.
Weber's Root Beer Co., 1309 Southwestern Life Bldg.

Bicycles and Supplies

Ott, Chas. (R), 1007 Elm St.

Billiard Tables

Brunswick-Balke-Collender Co. (FB), 811 Elm St.

Blank Books

Barnard Stationery Co., Geo. D. (FB), Commerce & Poydras Sts.
Bennett Printing Co., Corsicana St. & Park Ave.

Blue Prints

Dallas Blue Print Co., 1505½ Commerce St.
Huey & Philp Hardware Co., 1029 Elm St.
Johnson, John J., 1912 N. St. Paul St.
Southwestern Blue Print Co., 107 Construction Industries Bldg.

Boilers

Cowles & Co. (FB), (Settings), 721 Mercantile Bldg.
Lohman Machinery Co., W. H., 4239 Newton Ave.
Texas Boiler & Machinery Co. (M), 3215 Hickory St.
Van Zandt Co., John H. (MA), 408 Dallas National Bank Bldg.
Wyatt Metal & Boiler Works (M), West Dallas Pike.

Bonds—Municipal

Brown-Crummer Investment Co., 1407-8 Kirby Bldg.
Evans Company, Roger H., 1122 Kirby Bldg.
Federal Mortgage Co., 2nd Floor, Praetorian Bldg.
Garrett & Co., 707 First National Bank Bldg.

Bonds—Surety

American Surety Co. of New York, 1713-15 Santa Fe Bldg.
Andrews-McDowell Co., Fourth Floor, Republic Bank Bldg.
Belcher-Garrison Co., 208-9 Burt Bldg.
Bomar Bros., 302 Burt Bldg.
Cochran & Houseman, 909 Santa Fe Bldg.
Craddock & Smith, 312 Magnolia Bldg.
Cunningham & Co., A. P., 703-4 Marvin Bldg.
Federal Mortgage Co., 2nd Floor, Praetorian Bldg.
Fidelity & Deposit Company of Maryland, 1501 Santa Fe Bldg.
Kirkpatrick-Thompson Co., 1001-8 Praetorian Bldg.
Massachusetts Bonding & Insurance Co., 509 Southwestern Life Bldg.
Maxson, Harry L., 321 Santa Fe Bldg.
Parker, Clarence S., 1627 Kirby Bldg.
Penner, A. L. (Affiliated Aetna Companies), 1022 Kirby Bldg.
Peterson Co., I. L., 1614 Republic Bank Bldg.
Sheerin, Steele Co., Marvin Bldg.
Simpson & Cathey, 208 Southwestern Life Bldg.

Bonds—Surety—(Continued)

Southern Surety Co., 511 Magnolia Bldg.
Standard Accident Insurance Co., 1507 Dallas National Bank Bldg.
United States Fidelity Guaranty Co., 17th Floor, Allen Bldg.

Books

Baptist Book Store (R), 1019 Main St.
Cokesbury Press (Lamar & Whitmore), 1308 Commerce St.
Grolier Society, The (R), 507-8 Mercantile Bldg.
Lamar & Whitmore (R), 1308 Commerce St.
Van Winkle, J. D. (R), 1609 Elm St.

Book Binders

American Beauty Cover Co., 1902-8 Orange St.
Bennett Printing Co., Corsicana St. & Park Ave.
Dorsey Co., The, Commerce & Poydras Sts.
Nuss, Henry, 416 S. Ervay St.
Southwest Printing Co., 917 Camp St.
Walraven Book Cover Co., A. T., 1507 Caruth St.

Book Covers

American Beauty Cover Co. (M), 1902-8 Orange St.
Walraven Book Cover Co., A. T. (M), 1507 Caruth St.

Bookkeeping and Billing Machines

Bright, J. D., Box 1104
Burroughs Adding Machine Co. (FB), 703-4-23 Santa Fe Bldg.
Remington Rand Business Service, Inc. (FB), 1603 Commerce St.

Bottles

Owens-Illinois Glass Co., 408 Mercantile Bldg.
Peaslee-Gaulbert Corporation (FB), Earl & Logan Sts.
Three Rivers Glass Co. (M), 1511 Santa Fe Bldg.

Bottlers' Machinery and Supplies

Bishop & Babcock Sales Co., The (FB), 1107 Jackson St.
Dennery, Inc., Charles (FB), 2824 Williams St.
Electrified Water Co. (Paper Cups), 2609 S. Ervay St.
Liquid Carbonic Co. of Texas, The (FB), 2nd Floor, Unit No. 2, Santa Fe Bldg.
Owens-Illinois Glass Co., 408 Mercantile Bldg.

Bottling Works

Coca Cola Bottling Works (M), 1101 Second Ave.
NuGrape Bottling Co., 1719 S. Ervay St.
Dr. Pepper Co. (M), 429 Second Ave.

Box Lunches

Dallas Box Lunch, 216 S. Houston St.

Box Manufacturers—Wood

Shoupe Lumber Co., J. R., 3113 Main St.
Continental Box Co., Inc., 2301 Lamesa St.

Box Manufacturers—Paper

Equality Paper Box Co., Inc. (M), 1609 Hughes Circle.
Pollock Paper & Box Co. (M), 2236 S. Lamar St.
Texas Corrugated Box Co. (M), Love Field
Texas Paper Co. (M), 1200 Patterson Ave.

Brake Service

Brake Service Corp., 2933 Main St.

Brass Foundries

Lone Star Brass Foundry, 1212 Camp St.
Model Brass Mfg. Co., 2311 Hickory St.
Trinity Brass & Copper Co., 2913 Elm St.

Brick and Tile

Acme Brick Co. (FB), 1810 Santa Fe Bldg.
Cowles & Co. (MA), (Fire Brick), 721 Mercantile Bldg.
Ferris Brick Co. (FB), 314 S. Preston St.
Fraser Brick Co. (M), 810 Central Bank Bldg.
Macatee & Sons, W. L. (MA), 2907 San Jacinto St.
Reliance Clay Products Co. (FB), 2003 Republic Bank Bldg.

Bridge Builders

Austin Brothers, 1815 Coombs St.
Mosher Steel & Machinery Co., Maple Ave. Road, P. O. Box 2248
Virginia Bridge & Iron Co. of Tenn., 1512 Kirby Bldg., P. O. Box 956

Brokers—Merchandise

Easterwood Co., Wm. E., Jr., (Listerated Gum), 519 S. Akard St.
Ebeling Co., Mart, 1321 Athletic Club Bldg.
Interstate Brokerage Co., 315 N. Preston St.
Kennedy Brokerage Co., 3104 Oak Lane St.
Kingsbury Brokerage Co., 309 N. Preston St.
Meinrath Brokerage Co., 420 Mercantile Bldg.
Mills-Erwin Co., 1201 Magnolia Bldg.
Oliver-Taylor Co., 1313 Athletic Club Bldg.
Overton & Co., W. W., Brokers, 618-21 Mercantile Bldg.
Palmer Brothers, Inc., 1104 Santa Fe Bldg.
Platter, Charles H., 1019 Mercantile Bldg.
Powell Co., A. T., 511 Central Bank Bldg.
Quillian & Maupin, 1816 Magnolia Bldg.
Witherspoon & Smith, Inc., 4th Floor, Santa Fe Bldg., Unit No. 2

Building and Loan Associations

Continental-Southland Savings & Loan Association, 1400 Main St.
Dallas Building & Loan Association, 1319 Commerce St.
Empire Building & Loan Association, 906 Southwestern Life Bldg.
Local Building & Loan Association, Liberty Bank Bldg.
National Savings & Loan Association, 1005 Main St.
North American Building & Loan Association, 1624 Allen Bldg.
Railroad Building & Loan Association, 1409 Main St.
Reliance Building & Loan Association, 306-8 Fidelity Union Bldg.
Union Reserve Building & Loan Association, 703 Kirby Bldg.

Building and Loan Pass Books

American Beauty Cover Co. (M), 1902-8 Orange St.
Bennett Printing Co., Corsicana St., & Park Ave.

Building Materials

Atlantic & Atlanta Terra Cotta Co. (FB), 1311 Praetorian Bldg.
Celotex Co., The (Insulating Cane Fibre Board), 209 Exposition Ave.
Chase Brass & Copper Co., (FB), 719 First National Bank Bldg.
City Wrecking & Trading Co., 2113 McKinney Ave.
Concrete Engineering Co. (FB), 705 Construction Industries Bldg.
Dallas Architectural Decorating Co. (M), 2500 Latimer St.
DeWees Co., R. J. (W), 3015 Grand Ave.
Dorgan & Co., L. C. (MA), 1909 N. Harwood St.
Edwards Manufacturing Co. of Texas (FB), Market & Collins St.
Ellsberry Co., Samuel A. (Specialties), 2305 Griffin St.
Gaston Co., Brice (Specialties), 2908 Oak Lawn Ave.
Griffiths & Co. (W), 918-44 S. Lamar St.
Hansen-MacGruder (FB), 607 Thomas Bldg.
Macatee & Sons, W. L. (W), 2907 San Jacinto St.
Moore & Co. (W), 400 Main St.
Mosher Steel & Machinery Co. (M), Maple Ave Rd., P. O. Box 2248
Nichols Co., S. W. (W), 209 Exposition Ave.
Roddis Lumber & Veneer Co. (FB), 2403 S. Harwood St.
Rogers Asbestos Co., 947-51 S. Lamar St.
Skinner, P. M. (Highway), 1109 Santa Fe Bldg.
Southwest Marble Co. (W), Santa Fe Ry. near Ewing Ave., P. O. Box 156, Sta. A
Universal Building Products Co., 306 Construction Industries Bldg.
Vitrolite Construction Co., 3205 Commerce St.

Burial Grounds

Restland Memorial Grounds (Realty Development Corporation, Owners and Developers), 1012 Fidelity Union Bldg.

Bus Lines

Dixie Motor Coach Corporation, 808½ Commerce St.
Southland Transportation Corporation (Motor) Navarro & Pecan Sts., San Antonio, Texas

Business Colleges

Byrne Commercial College, 1708½ Commerce St.
Draughon's Business College, 105½ N. St. Paul St.
International Accountants Society, Inc., 509 Republic Bank Bldg.
International Correspondence Schools, 1714 Commerce St.
Metropolitan Business College, 1809 Commerce St.
Shamburger Business College, 5101 Columbia Ave.

Business Service

International Accountants Society, Inc., 509 Republic Bank Bldg.

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Foundry

**Manufacturers of
BRASS, BRONZE, AND
ALUMINUM CASTINGS**

A. E. SOUTTER
Manager

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DALLAS

Butchers' Supplies

Bishop & Babcock Sales Co., The (FB), 1107 Jackson St.
Enterprise Butchers' Supply Co. (W), 612 Elm St.
Friedrich, Ed (FB), 2012 Commerce St.
Texas Butchers' Supply Co. (W), 413 S. Ervay St.

Butter and Cheese

Ablon & Sons, Ben, 1000 Camp St.
Kadane-Brown, Inc. (W), 2116 Canton St.
St.

Candy

Brown Cracker & Candy Co. (M), Jefferson & Caruth Sts.
Consolidated Candy Co. (M), 826 Exposition Ave.
House, J. M. (M), 2417 Irwin St.
Hughes Brothers Manufacturing Co. (M), 1401 S. Ervay St.
Leader Candy Co. (MR), 1519 Elm St.
Metzler Brothers, Inc. (MR), 1402 Main St.
Thomas Confectionery Co. (MR), 1508 Elm St.
Wade & Jones Candy Co. (M), (J), 2020 Canton St.

Carbonic Acid Gas

Liquid Carbonic Co. of Texas, The (M), 2nd Floor, Unit 2, Santa Fe Bldg.

Card Record Systems

Remington Rand Business Service, Inc., 1603 Commerce St.

Cash Registers

Ewing Co., S. L. (R), 1606 Commerce St.
National Cash Register Co. (FB), 1100 Commerce St.

Cement Plants

Lone Star Cement Company Texas (M), 1401 Santa Fe Bldg.
Trinity Portland Cement Co. (M), 17th Floor, Santa Fe Bldg.

Check Protectors

Bankers' Supply Co. (Division The Todd Sales Co.), (FB), 2021 Jackson St.

Chemicals

Continental Chemical Corporation (FB), (Floor Treating Compound), 501 Burt Bldg.
Dallas Products Co. (Fly Killer and Anti-Freeze Compounds), 1606 N. Haskell Ave.
DeForest Co., T. S. (W), 2401-11 K St.
First Texas Chemical Co. (M), 1814 N. Lamar St.
Hollingshead Co., The R. M. (FB), 705 Marvin Bldg.
National Chemical Co. (W), (Sweeping Compound), 2404 Swiss Ave.
Peaslee Gaultier Corporation (FB), 2404 Logan St.
Real-Finish Manufacturing Co. (M), (Cleaners & Polishes), 1005½ Main St.
Southwest Chemical Corporation (M), 3408 Ross Ave.
Superior Products Co. (M), 1015 Corinth St.
United Chemical Co. (M), 1301 Santa Fe Bldg.
Vex Co. (W), 2221 Laws St.

Chemists

Bristol-Myers Co. (M), 502 Santa Fe Bldg.
Chemical Engineering Corporation (Consulting & Analytical), 2405 S. Edvay St.
Dallas Laboratories (Consulting & Analytical), 2411 S. Harwood St.
Kontol Co., The (Commercial), 1006 Santa Fe Bldg.
Pittsburg Testing Laboratory of Texas, 1025 Santa Fe Bldg.
Sharp & Dohme, Inc. of Texas, 1801 Commerce St.
Southwestern Laboratories (Consulting & Analytical), 1109½ Main St.

Chiropractors

Keeler Chiropractic Clinic, 2800 Oak Lawn Ave.
McMurray Sanatorium, S. T., 5201 Bryan St.

Cigars and Tobacco—Retail

Metzler Brothers, Inc., 1402 Main St.
Schulte, Inc., A., Main & Akard Sts.
United Cigar Stores Co., 1414 Main St.

Cigars and Tobacco—Wholesale

Brannon-Signaigo Cigar Co., 607 S. Ervay St.
Butler Brothers, Ervay & Young Sts.
Jones, R. Conrad, Representing Brown & Williamson Tobacco Corporation, 601 Praetorian Bldg.
Liggett & Myers Tobacco Co. (FB), Main & Harwood Sts.
Metzler Brothers, Inc., 1402 Main St.
Phillipson, L., 709 S. Ervay St.
Sledd Co., The Charles M., 209 S. Market St.
Southwest Cigar Co., 2111 Commerce St.

City and County Officials

Baldwin, E. John (Justice of the Peace), 2023 McMillan St.
Cullom, John H., Tax Collector, Records Bldg.
Everman, John W., Supervisor of Public Utilities, Municipal Bldg.
Finks, J. Balie (Distr. Clerk), Court House
Goerner, H. L., County Superintendent of Schools, 220 S. Ewing Ave.
Hood, H. A., "Hal", Sheriff, Criminal Courts Bldg.
McClung, Guy, County Paymaster, Records Bldg.
McGraw, William, District Attorney, Criminal Courts Bldg.
Moore, Hugh E., Sec. Dallas City Water Works, 112 City Hall
Nogueira, M. V., Chief Deputy Dist. Clerk, 5118 Goodwin Ave.
Parker, Earl R., Juvenile Court, Records Bldg.
Patrick, Fred, Clerk Probate Court, Records Bldg.
Pippen, C. A., Judge, Criminal Dist. Court No. 2, Criminal Courts Bldg.
Rollins & Clinger, Dist. Eng., Records Bldg.
Slaughter, J. W., County Commissioner, Court House
Treasurer of Dallas County, Court House
Vineyard, R. A., Assessor, 719 Hillcrest
Whiteley, D. C., County Clerk, Records Bldg.

City Directory Publishers

Worley Directory Co., John F., 90½ Main St.

City Schools

Cauthorn, E. B., Asst. Supt., Dallas Schools, care Board of Education
Crozier, Norman R., Supt. of Public Schools, Administration Bldg.

Cleaners and Dyers

Brannon's Dyeing & Dry Cleaning Co., 4301 Bryan St.
Campbell Cleaning & Dye Works, 2401 McKinney Ave.
Fishburn Dyeing & Dry Cleaning Co., 3208 Ross Ave.
Howard Cleaners, 1322 Marilla St.
Leachman's Dallas Steam Laundry & Dye Works, 2009 Hickory St.
McGuire Cleaning & Dyeing Co., 2100 S. Ervay St.
Muller Dye Works, 3405-7 Grand Ave.
Oriental Dyeing & Dry Cleaning Co., 2125 N. Harwood St.
Paris Cleaning & Dyeing Co., 3620 N. Fitzhugh Ave.
Progress Laundry & Cleaning Co., The, 3508-12 Live Oak St.
Singleton's Dyeing & Dry Cleaning Co., 633 W. Davis St.
White Cleaning Co., F. H., 2127 Cedar Springs
White Star, Inc., 3209-13 Knox St.

Clergymen

Poe, Rev. Floyd, City Temple
Young, Dr. L. D., 3619 Harvard St.

Clothing Manufacturers

Annette Dress Manufacturing Co., 706½ Commerce St.
Haggar Co., Santa Fe Bldg., Unit 4
Marcy Lee Mfg. Co., 2212 S. Lamar St.
Rose Manufacturing Co., 1106 Commerce St.

Clothing—Retail

Lewis Co., R. G., 1914 Elm St.

Clothing—Wholesale

Blue Bonnet Co., 1008 Commerce St.
Butler Brothers, Ervay & Young Sts.
Haggar Co., Santa Fe Bldg., Unit 4
Harris & Co., Sol., 1109-11 Commerce St.
Higginbotham-Bailey-Logan Co., 900 Jackson St.
Lockett & Arons Co., 804 Commerce St.
Perkins Dry Goods Co., 708 Jackson St.
Rose Manufacturing Co., 1106 Commerce St.

Coal and Other Fuels

Penniman Coal Co. (R), 3000 Junius St.
Pulliam-Trewitt Coal Co. (R), 510 Second Ave., Cor. Santa Fe
Shannon Fuel Service, M. B. (W), 2405 S. Harwood St.

Coffee, Tea and Spices

American Universal Coffee Co. (M), 1626 Bryan St.
Cullum & Co., A. W. (W), 312 N. Preston St.

Coffee, Tea and Spices—(Continued)

Dallas Coffee & Tea Co., 1207 Camp St.
Dal-Tex Coffee Co. (M), 1113 Hord St.
Folger Coffee Co., Santa Fe Bldg.
Great Atlantic & Pacific Tea Co., The (FB), Houston St. & McKinney Ave.
Jewel Tea Co., Inc. (FB), 3136 San Jacinto St.
Maury-Cole Co. (M), 2112 N. Lamar St.
New Orleans Coffee Co. (Western Sales Mgr.) (W), 405 Slaughter Bldg.
United States Coffee & Tea Co. (R), 1005 Camp St.
Waples-Platter Co., Inc. (WM), Lamar & Broom Sts.
Webster Grocer Co., Inc. (W), Laws, Broom & Carter Sts.
Western States Grocery Co. (W), N. Hawkins & Pacific Ave.

Coffins and Caskets

Dallas Coffin Co. (M), 1321 S. Lamar St.
National Casket Co. (M), 1601 S. Lamar St.

Cold Storage

Ablon & Sons, Ben, 1000 Camp St.
Merchants' Fireproof Storage Co., 1301 Broom St.
Morgan Warehouse & Commercial Co., 1917 N. Houston St.
Pure Ice & Cold Storage Co., 906 S. Harwood St.
Southern Ice & Utilities Co., 1114 Santa Fe Bldg.

Collections and Adjustments

Andrew & Shor, 1106 Santa Fe Bldg.
Claims Adjustment Co., The, 1307-8 Southwestern Life Bldg.
Lamphere, S. M., Sales Repr. National Finance Corp. of Kansas City, Mo., care Y. M. C. A.
Dudley & Co., C. S., 412-17 Mercantile Bldg.
General Credit Finance Corporation, 211-19 Slaughter Bldg.
Merchants Red Book Co., Inc., 2112½ Jackson St.
Zuber & Zuber, 408 Santa Fe Bldg.

Commercial Bodies

American Body Co., 5113 East Grand Ave.
Matthews & Hudson, 3612 Commerce St.

Commercial Paper

American Motors Finance Co., 928-29 Kirby Bldg.
Commerce Securities Corporation, 1405 First National Bank Bldg.
Compton, C. V., 807 Republic Bank Bldg.
General Motors Acceptance Corporation, 900 Athletic Club Bldg.
Hibernia Securities Company, Inc., 806 First National Bank Bldg.

Commissaries

Central Commissary Co., 1101 Ross Ave.
Ramey Commissary Co., 4303 Cole Ave.

Concrete Products

American Concrete Pipe Co. of Texas, 602 Magnolia Bldg.
Lock Joint Pipe Co. (M), 711 Construction Industries Bldg.

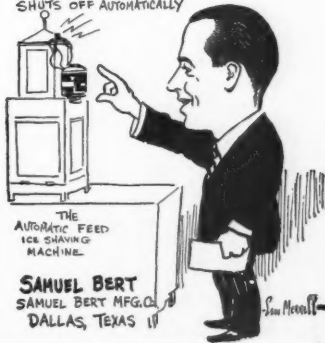
Confectioners Supplies

Bert Manufacturing Co., Samuel (W), 1504 S. Akard St.
Dennerly, Inc., Charles, 2824 Williams St.

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Confectioneries

Chocolate Shop Confectionery, 1100 Elm St.
Leader Candy Co., 1519 Elm St.
Metzler Brothers, Inc., Elm, Ervay & Live Oak Sts.
Thomas Confectionery Co., 1508 Elm St.

Construction Reports

Dodge Corporation, F.W., 811 Thomas Bldg.

Contractors

Airports Engineering Construction Corporation (Airport Construction), Ft. Worth National Bank Bldg., Ft. Worth, Texas
Allhands & Davis (Railroad Construction), 501 Southwestern Life Bldg.
Austin Company of Texas, The, 701 Allen Bldg.
Austin Bridge Co. (Bridge Construction), 1813 Clarence St.
Bellows-Maclay Construction Co., 603 Construction Industries Bldg.
Blessing & Fuller Co., 5013 Miller Ave.
Brown-Abbott Co., Wilson Bldg.
Burford & Son, L. M. (General Building), 409 Melba Bldg.
Burger Construction Co., Cedric, 2005 Republic Bank Bldg.
Callahan Construction Co., W. E. (Irrigation and Drainage), Kirby Bldg.
Central Commissary Co. (Boarding & Commissary), 1101 Ross Ave.
Central Contracting Co., 1242 Athletic Club Bldg.
Christy-Dolph Construction Co. (Building Construction), 721 Construction Industries Bldg.
Cowdin Brothers, 1813 Main St.
Craig, Jesse A., 3317 Princeton.
Crocker & Fisher, 803 Allen Bldg.
Crowley Brothers (Cement), 3017 Knox St.
Cullum, W. G., 905 Allen Bldg.
Dallas Transportation Co. (Excavating), Bourbon & Eakin St.
Dalton, E. L., 319 Wilson Bldg.
Dearing & Sons, R. H. (Artesian & Oil Well Drilling), 801 Allen Bldg.
Dexter Construction Co. (Road), Love Field.
Dines & Kraft, 6860 Lakewood Blvd.
Eckert-Burton Construction Co., 211 Burt Bldg.
Eproson & Co. (Road), 1212 Allen Bldg.
Estep & Co., R. J., 903 Praetorian Bldg.
Everett Co., J. O., 1713½ Live Oak St.
Fuess & Co., C. A. (General Building), 1900 N. St. Paul St.
Fuller Construction Co., 1206 Republic Bank Bldg.
Garwick, A. K., 4414 Worth St.
Gifford, Hill & Co., Inc. (Railroad), 611 North Texas Bldg.
Henger & Chambers Co., 1600 Dallas Natl. Bank Bldg.
Holliday Contracting Co., Inc. (Hauling), 812 Allen Bldg.
Humphrey Construction Co., Dec, 303 Burt Bldg.
Hutsell & Co., C. D. (Building), 3009 N. Henderson Ave.
Jopling Construction Co., 428-29 Fidelity Union Bldg.
King, W. H., 519 Construction Industries Bldg.
Klein Brothers Co. (Cement), Junius & Walton Sts.
Lacy Company, L. H., 202 Burt Bldg.
Linsley-Munn Construction Co., 701-2 Southwestern Life Bldg.
Lockett & Co., Ltd., A. M., 305 Magnolia Bldg.
McCrary Co., The J. B., 518 Praetorian Bldg.
McCright & Co., E. V., 511 Construction Industries Bldg.
McDonald & Campbell (Drilling), 610 First National Bank Bldg.
McKenzie Construction Co., 510 Construction Industries Bldg.
McQueen & Co. (Tile), 1901 N. Harwood St.
Montgomery, P. O'B., 504-5 Construction Industries Bldg.
Nichols Co., S. W., 209 Exposition Ave.
North & Wilson (Paint), 219 Construction Industries Bldg.
Oklahoma Contracting Co. (Pipe Line), Allen Bldg.
Potect, J. A. (Exhibit Displays & Decorations), 4347 Dickason Ave.
Ramey Commissary Co. (Boarding & Commissary), 4303 Cole Ave.
Rife Construction Co., A. J. (Building), 1913 N. Harwood St.
Shaw & Co., C. L., 767 S. Lamar St.
Slaughter Construction Co., 424-25 Linz Bldg.
Smith & Rawlings (Sheet Metal), 1713 Young St.
Smith Bros., Inc., 1201-3 Santa Fe Bldg.

Contractors—(Continued)

Southern Tile Co. (Tile, Marble & Terrazo), 951 S. Lamar St.
Southwest L. E. Myers Co. (Public Utility), Allen Bldg.
Texas Flexible Form Co., 613 Construction Industries Bldg.
Uvalde Paving Co. (Paving), 921 Santa Fe Bldg.
Vilbig & Co., J. Lee (Excavating), 2517 Eakin St.
Watson Co., 1927 S. Akard St.
Whitley, Walter, 3009 Knox St.
Wiley Construction Co. (Building), 1603 Kirby Bldg.
Williamson & Greer, Inc., 810 Dallas National Bank Bldg.

Contractors' Equipment

Bartholow Co., J. W., 1221 S. Lamar St.
Browning-Ferris Machinery Co., 205 Exposition Ave.
Buckeye Traction Ditcher Co., The (Trenching Machinery), 3009 Commerce St.
Harnischfeger Sales Corporation (Tower Shovel and Cranes), 2216 Commerce St.
Southern Supply Co., The (W), 209 N. Jefferson Ave.

Cooking Compound

Armstrong Packing Co. (M), Alma St.
Procter & Gamble Distributing Co., The (FB), 525 Fidelity Union Bldg.
Procter & Gamble Mfg. Co., The (M), 1226 Loomis St.

Cooperage

Dallas Cooperage & Woodenware Co. (M), C and 15th Sts.

Cooperative Marketing Association

Texas Farm Bureau Cotton Association (Harry Williams, Trustee & Treasurer), 1100 S. Ervay St.

Cork Insulation

Armstrong Cork & Insulating Co. (FB), 706 Santa Fe Bldg.

Corsets

Gossard Co., The H. W., 614 Santa Fe Bldg.

Cotton Buyers, Exporters and Brokers

Anderson-Clayton & Co., 621 Cotton Exchange Bldg.
Bertrand & Co., W. H., 213 Browder St.
Blanton, L. O., 1009 Cotton Exchange Bldg.
Brass, Franz, 901 Cotton Exchange Bldg.
Brooks & Co., 1119 Cotton Exchange Bldg.
Bulley & Son, S. M., 1403 Cotton Exchange Bldg.
Clay & Co., 1415-16 Cotton Exchange Bldg.
Cocke, Philip St. Geo., 1009 Cotton Exchange Bldg.
Crespi & Co., 710 N. St. Paul St.
Dallas Cotton Factors Corporation, 315 Cotton Exchange Bldg.
Dixon & Brother, R. L., 1305 Cotton Exchange Bldg.
Duggan, E. F., 215 Cotton Exchange Bldg.
Eccles & Co., Alexander, 803 Cotton Exchange Bldg.
Edwards & Co., Inc., H. L., 701 Cotton Exchange Bldg.
European Cotton Co., Inc., 715½ N. St. Paul St.
Felder & Co., W. D., 1003 Cotton Exchange Bldg.
Fenner & Beane, 211 Magnolia Bldg.
Fullerton & Co., A. G., 816 Kirby Bldg.
Goldman & Co., J. L., 719 Cotton Exchange Bldg.
Hannay-O'Donnell, Inc., 1207 Cotton Exchange Bldg.
Holy, J. P., 1007 Cotton Exchange Bldg.
Hudspeth & Co., G. J., 1013 Cotton Exchange Bldg.
Hughes-Bell & Co., 419 Cotton Exchange Bldg.
Japan Cotton Co., 15th Floor, Cotton Exchange Bldg.
Jenks-Gwynne & Co., 107 Cotton Exchange Bldg.
Kahn & Co., Inc., J., 1203 Cotton Exchange Bldg.
Kreitmaier & Hughes, Inc., 301 Reilly Bldg.
Launey & Co., George V., 909 Cotton Exchange Bldg.
Major, Cleaver & Co., 1019 Cotton Exchange Bldg.
Mason-Smith & Co., 917 Cotton Exchange Bldg.
McKee & Co., N. D., 708-9 Cotton Exchange Bldg.
Miller Brokerage Co., The, Stewart Bldg.
Omby, J. C., 501 Cotton Exchange Bldg.
Pugh, Lyons & Co., 818-19 Cotton Exchange Bldg.
Raah-Brin & Co., Inc., 605 Cotton Exchange Bldg.
Simpson Cotton Co., William, 302 Coke Bldg.
Sonnentheil & Co., 1505 Commerce St.
Southern Cotton Co., 16th Floor, Cotton Exchange Bldg.
Tarver, Steele & Co., Inc., 905 Cotton Exchange Bldg.
Thompson & Co., S. N., 617 Cotton Exchange Bldg.
Weil Brothers, 519 Cotton Exchange Bldg.

Cotton Gins

North Texas Gin Co., 401 Riley Bldg.

Cotton Goods—Wholesale

Cannon Mills, Inc., 519 Mercantile Bldg.
Consolidated Selling Co., 719 Mercantile Bldg.
Haas Brothers Fabrics Sales Corporation of Texas, Santa Fe Bldg.
Hesslein & Co., Inc., of Texas, 508 Santa Fe Bldg.
Iscelin Jefferson Co., 719 Santa Fe Bldg.

Cotton Mills

Dallas Cotton Mills, Co., The, Corinth St.
Fulton Bag & Cotton Mills, N. Preston & Pacific
Texas Hosiery Mills, 1201 Patterson Ave.

Cotton Patches

Catuna, Albert (Shippers Patching Association), 413 Cotton Exchange Bldg.

Cotton Seed Oil Mills

Dallas Oil & Refining Co., 3131 Oak Lane.
Planters Cotton Seed Products Co., 4401 S. Fitzhugh, P. O. Box 863
Quana & Sweetwater Cotton Oil Co., First National Bank Bldg.
Trinity Cotton Oil Co., 701-15 Bellevue, Cor. Austin St.

Cotton Seed Products

Lacy, D. A., 709 First National Bank Bldg.
North Texas Cotton Breeders Association (Seed Breeders), 1212 Praetorian Bldg.
North Texas Gin Co. (Brokers), 401 Riley Bldg.
Simmons, J. W., Jr., 1504 First National Bank Bldg.
Tobian & Co., Louis, 1232 Allen Bldg.
Woodall & Pendleton, 1204 Santa Fe Bldg.

Cotton Warehouses

Cotton Concentration Co., The (Cotton Concentrators & Distributors), 409 Cotton Exchange Bldg.
Shippers' Compress & Warehouse Co., 707 Cotton Exchange Bldg.

Cotton Waste

Dallas Sanitary Wiping Cloth Co. (M), 2013 Latimer St.
Dallas Waste Mills (M), Terminal Ry. & Central Ave.

Crackers and Cakes

Brown Cracker & Candy Co. (M), Jefferson, Market & Caruth Sts.
National Biscuit Co. (FB), 3601 Main St.

Culverts and Tanks

Atlas Metal Works (M), Eagle Ford Rd.
Lone Star Road Machinery Co., Inc., 2003 S. Akard St.
Western Metal Manufacturing Co. (M), 831 Fourth St.
Wyatt Metal & Boiler Works (M), West Dallas Pike

Custom House Brokers

Zanes & Co., W. R., Dallas National Bank Bldg.

Dairies and Creameries

Dallas Milk Co., 1811 Leonard St.
Dietrich Brothers Certified Milk Farms, Inc., 809 Santa Fe Bldg.
Metzger Creameries, 5210 Holmes St.
Mistletoe Creameries, 1809 Leonard St.
Southwest Dairy Products Co., 923 Santa Fe Bldg.
Tennessee Dairies, Inc., Crowder St. & Pacific Ave.

Dairy and Creamery Equipment

Meyer-Blanke Co. (M), 316 N. Preston

Dairy and Poultry Supplies

Lawther Mills, W. J., Maple Ave. Rd.
Nicholson Seed Co., Robert, 2118 N. Lamar St.
Sherman-Magnolia Seed Co., 945 S. Lamar St.

Dental Laboratories

Cone Dental Laboratory, 1020-21 Medical Arts Bldg.
Rowe Dental Laboratory, Will T., 1904 Medical Arts Bldg.

Dental Supplies

Trigg Co., B. E., 845 Wilson Bldg.

Dentists

McMinn, Dr. J. S., Medical Arts Bldg.
O'Dell, Dr. A. W., 1635 Medical Arts Bldg.
Smith-Beauchamp Clinic, The, Medical Arts Bldg.

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Department Stores

Clark's Dollar Store, 1204 Elm St.
Dysterbach Co., Sam, Elm & Pearl Sts.
Grant Company, W. T., 1606 Elm St. and 1607 Main St.
Green Co., W. A., 1616 Elm St.
Harris & Co., A., Main and Akard Sts.
Neiman-Marcus Co., Main and Ervay Sts.
Perkins Brothers Co., Jackson and Austin Sts.
Sanger Brothers, Main and Lamar Sts.
Titcher-Goettinger Co., Elm and St. Paul Sts.
Universal Dollar Stores, Inc., 304 Santa Fe Bldg.
Weil & Co., I. H., Elm and Murphy Sts.

Detective Agencies

Burns International Detective Agency, Inc., Wm. J., 614-5 Kirby Bldg.
Information Service Bureau, 222 Mercantile Bldg.
Smith Detective Agency and Nightwatch Service, 610 N. Akard St.
Williams Bureau of Investigation, Martin W., 208 Allen Bldg.

Dictating Machines

Ediphone, The, 615-17 Construction Industries Bldg.

Disinfectants

Dixie Disinfecting Co. (W), 2000 Magnolia St.
Idco Corporation, 7th Floor, Santa Fe Bldg., Unit 2
Meyer, H. B. (M), 525 N. Akard St.
National Disinfecting Co., 1509 S. Ervay St.
Southwest Chemical Corporation (M), 3408 Ross Ave.
Superior Products Co. (M), 1015 Corinth St.
West Disinfecting Co. (FB), 1213-15 Ross Ave.

Druggists—Retail

Blue Bird Drug Co., 4300 Lemmon Ave.
Burk's Pharmacy, 4104 Oak Lawn Ave.
Florence & Noseck, Medical Arts Drug Store
Highland Park Pharmacy, 3229 Knox St.
Marvin's Pharmacy, 1415 Main St.
Nyl Service Drug Stores Club, Beckley and Woodin Bldg.
Oak Cliff Pharmacy, 101 N. Lancaster Ave.
Skillern & Sons, Inc., 516 N. Pearl St.
Turner, F. B. (Liggett Drug Stores), 1500 Elm St.
Urbish's McRoe Drug Store, Oak Lawn Ave. and Dickson

Druggists—Wholesale

McKesson-Crowdus Drug Co., 1516 Commerce St.
Texas Drug Co., 525 Browder St.

Druggists' Sundries—Wholesale

Butler Brothers, Ervay and Young Sts.
Clancey Sales Organization, 419-21 S. St. Paul St.
Grace, Tom W., 1504 Caruth St.
McKesson-Crowdus Drug Co., The, 1516 Commerce St.
Stolte Co., The, 301-7 N. Market St.
Texas Drug Co., 525 Browder St.
Ware Sundries Co., 2103 Ross Ave.

Dry Goods—Wholesale

Brin Brothers, Wholesale Merchants Bldg.
Butler Brothers, Young and Ervay Sts.
Clancey Sales Organization, 419-21 S. St. Paul St.
Garner, John H., 704 Wholesale Merchants Bldg.
Higginbotham-Bailey-Logan Co., Jackson and Lamar Sts.
Newsom Co., W. R., 810 Santa Fe Bldg.
Perkins Dry Goods Co., 708 Jackson St.
Stone & Co., C. E., 7th Floor Unit No. 2, Santa Fe Bldg.

Duplicating Machinery and Supplies

American Multigraph Sales Co., The, 1017 Santa Fe Bldg.
"Ditto," Inc., 1915½ Main St.
Texas Duplicating Supply Co., 317 Stewart Bldg.
York, John E., 1513 Commerce St.

Dust Cloth Manufacturers

Meyer, H. B. (M), 525 N. Akard St.

Electric Fans

Couch Armature Works, 500 Griffin St.
Duff Electric Co. (W) (Also Exhaust Fans), 324 Santa Fe Bldg.
General Electric Supply Corporation, 1801 N. Lamar St.

Electric Motor Repairs

Couch Armature Works, 500 Griffin St.
Emerson-McClure Electric Co., 2904 Live Oak St.
Wetter Electric Co., 1109 Jackson St.

Electric Signs

Texas Opalume Sign Co., Inc., 203 Andrews Bldg. (Box 830)

Electric Appliances and Fixtures

Cockrell Electric Co. (R), 302 S. Ervay St.
Edison Distributing Corporation (J) (Household Electrical Goods), 500 Elm St.
Edison Electric Appliance Co., Inc. (Heating Devices), 912 Allen Bldg.
Edison Lamp Works of General Electric Co., 1801 N. Lamar St.
Federal Electric Co., Allen Bldg.
Law, Warren, 1203 Elm St., (Box 707)
Meletio Electrical Supply Co. (W), 315 S. Preston Ave.
Poster Art Iron Studios (Iron), 2927 N. Henderson Ave.
Smith Electric Co., W. M. (R), 1907 Bryan St.
Wetter Electric Co., 1109 Jackson St.

Electrical Contractors

Clower Electric Co., 507 S. Akard St.
Cockrell Electric Co., 302 S. Ervay St.
Emerson-McClure Electric Co., 2904 Live Oak St.
Manett, Seastrunk & Buckner, 829 Exposition Ave.
Rigsbee Electric Construction Co., 2207 Cedar Springs Rd.
Ro-Nile Electric Co., 3224 Knox St.
Smith Electric Co., W. M., 1907 Bryan St.
Superior Electric Co., 409 S. Ervay St.
Wetter Electric Co., 1109 Jackson St.

Electrical Fixtures

Rigsbee Electric Construction Co. (M) (Wrought Iron), 2207 Cedar Springs
Smith Electric Co., W. M., 1907 Bryan St.

Electric Health Appliances

Magnetic Ray Appliance Co., 2023 Main St.

Electric Light and Power

Dallas Power & Light Co., Interurban Bldg.
Texas Power & Light Co., Interurban Bldg.

Electrical Machinery and Supplies

Allis-Chalmers Mfg. Co. (FB), 1515 Santa Fe Bldg.
Bentley Co., Paul G. (MA), 804 Allen Bldg.
Century Electric Co. (FB) (Manufacturers Electric Motors and Fans), 622 Mercantile Bldg.
Clower Electric Co. (R), 507 S. Akard St.
Couch Armature Works, 500 Griffin St.
Duff Electric Co. (Motors), 324 Santa Fe Bldg.
Fairbanks-Morse & Co. (FB), 1713 N. Market St.
Folsom Co., The, 212 N. Austin St.
General Electric Co. (FB), 1801 N. Lamar St.
General Electric Supply Corporation (FB), 1801 N. Lamar St.
Graybar Electric Co., Inc. (FB), Austin and Wood Sts.
Jenkins & Gunther (MA), Santa Fe Bldg., Unit No. 2
Okonite Co., The (Insulated Wire and Cable Manufacturers), 1808 Allen Bldg.
Smith, Royal (MA), 912 Commerce St.
Smith-Perry Electric Co. (W), 2008 Carter St.
Southern Supply Co., The (W), 209 N. Jefferson Ave.
Standard Mechanical Equipment Co. (M), 2020 Richardson Ave.
Syntron Texas Co. (Tools), 2933 Main St.
Wagner Electric Corporation (W) (FB), 734 Allen Bldg.
Westinghouse Electric & Mfg. Co. (FB), Magnolia Bldg.
Westinghouse Electric Supply Co. (W), 409 Browder St.
Wetter Electric Co. (WR), 1109 Jackson St.

Electro Platers

Dallas Silversmithing Co., 1622 Hall St.

Electrotypes

Dallas Electrottype Co., 105 N. Market St.
McElreath, Sam Ross, 1408 Marilla St.

Elevators

American Elevator Service (Passenger and Freight), 108 N. Market St.
Heller Elevator Co., S. (Wetter Electric Co.), 1109 Jackson St.
Hunter-Hayes Co. (Freight and Passenger), Construction Industries Bldg.
Otis Elevator Co. (FB), 1822 Young St.
Wetter Electric Co. (WR), 1109 Jackson St.

Elevator Equipment

Link-Belt Co. (FB) (Elevating, Conveying and Power Transmission Machinery), 1221 Mercantile Bldg.

Embossing

American Beauty Cover Co., 1902-08 Orange St.
Barnard Stationery Co., George D. (FB), Commerce and Poydras Sts., 3rd Floor
Bennett Printing Co., Corsicana St. and Park Ave.

Employment Agencies

Boyette Letter & Employment Service, 714 Praetorian Bldg.
Cloud Employment & Letter Service, 813-14 Marvin Bldg.
International Accountants Society, Inc., 509 Republic Bank Bldg.
Pace-Karr Employment Service (Office Positions), 1008 Republic Bank Bldg.
Sacks Employers Service, 405 Santa Fe Bldg.

Engineers

Airports Engineering & Construction Corporation, Ft. Worth National Bank Bldg., Ft. Worth, Texas
Austin Company of Texas, The, 701 Allen Bldg.
Austin Bridge Co. (Bridge Construction), 1813 Clarence St.
Central Contracting Co., 1242 Athletic Club Bldg.
Chemical Engineering Corporation (Chemical), 2405 S. Ervay St.
Coats & Burchard Co. (Appraisal), 904 Southwestern Life Bldg.
Cockrell Electric Co., 302 S. Ervay St.
Concrete Engineering Co., 705 Construction Industries Bldg.
Cowles & Co., 721 Mercantile Bldg.
Dalton, E. L. (Civil), 319 Wilson Bldg.
Dill Dwight (Flour Mill), 306 Santa Fe Bldg.
Ehrenborg, George G. (Valuation), 502-3 Construction Industries Bldg.
Floyd & Lochridge (Civil Engineering) (Water Supply-Irrigation-Flood Control), 525 Wilson Bldg.
Foster Wheeler Corporation, 2001 Republic Bank Bldg.
Greene, Herbert M., LaRoche & Dahl, 309 Construction Industries Bldg.
Haag Engineering Co. (Valuation), 615 Wil-on Bldg.
Hess Co., Fred E. (Consulting), 718-22 Allen Bldg.
Humphrey Construction Co., Dec, 303 Burt Bldg.
Koch & Fowler, 801 Central Bank Bldg.
Kribs, Charles L., Jr. (Consulting Mech.), 712 Southwestern Life Bldg.
Lacy Co., L. H., 202 Burt Bldg.
Lockett & Co., Ltd., A. M. (Mechanical), 305 Magnolia Bldg.
Loveland Engineers, Inc., The (Consulting), 1210 Republic Bank Bldg.
McCrary Co., The J. B., 518 Praetorian Bldg.
McCrigh & Co., E. V., 511 Construction Industries Bldg.
Morey & Morey (Waterworks and Sanitation), 417 Praetorian Bldg.
Municipal Engineering Co. (Civic and Consulting), 1107 Athletic Club Bldg.
Myers, Noyes & Forrest (Civil), 1107 Mercantile Bldg.
O'Hearn, J. L., 1913 N. Harwood St.
Peterman, Fred F. & C. F. (Construction), 1222 Mercantile Bldg.
Pittsburg Testing Laboratory of Texas, 1025 Santa Fe Bldg.
Powell, W. J., 515 Republic Bank Bldg.
Reid, Walter (Consulting Natural Gas), 1219 Athletic Club Bldg.
Rice, Clifton (Div. Eng., State Highway Dept.), Records Bldg.
Rollins & Clinger, Records Bldg.
Southwest L. E. Myers Co., Allen Bldg.
Southwestern Laboratories (Chemical Engineers), 1105½ Main St.
Sutton, Steele & Steele, Inc. (Mining), 1031 S. Haskell Ave.
Texas Flexible Form Co., 613 Construction Industries Bldg.
Wetter Electric Co., 1109 Jackson St.
York Ice Machinery Corporation (Refrigeration), 2225 S. Lamar St.

Engines

Bartholow Co., J. W. (MA), 1221 S. Lamar St.
Deere Plow Co., John (FB), 501 Elm St.
Fairbanks-Morse & Co. (FB) (Oil), 1713 N. Market St.
International Harvester Co. of America (FB), 211 N. Austin St.
Pierce, W. M. (R), 701 Elm St.
Power Manufacturing Co., The, 3117 Commerce St.
Southern Supply Co., The (W), 209 N. Jefferson Ave.
Wolfe, Merrill P. (Diesel and Gas Engines), Praetorian Bldg.

Engravers and Designers

Harper-Standard Engraving Co. (Photo), 1611 Royal St.
Mason Engraving Co., 1105½ Commerce St.
Morgan Engraving Co., 1315 Federal St.
Southwestern Engraving Co. of Dallas, 2102½ Jackson St.

Engravers and Designers—(Continued)

White Engraving Co., 1111½ Camp St.
Zeese Engraving Co., A., 105 N. Market St.

Envelopes

Hesse Envelope Co. of Texas (M), Carter and Caruth Sts.
Otey Envelope Co., 2701 Cedar Springs Rd.

European Tours

Brown European Tours, Ona, 1208 Apple St.

Exhibit Displays and Decorations

Poteet, J. A., 4347 Dickason Ave.

Express Companies

Interurban Express & Baggage Lines, 301-7 N. Market St.
Morris, A. E., Mgr. Electric Express & Baggage Co., 601 Young St.
Railway Express Agency, Inc., Union Terminal Bldg.

Extracts

Liquid Carbonic Co. of Texas, The (FB), 2nd Floor, Unit 2, Santa Fe Bldg.
Maury-Cole Co. (M), 2112 N. Lamar St.

Farm Implements

Case Company, J. I., 300 N. Austin St.

Farm Loans

Commerce Farm Credit Co., 1107 Main St.
Crum Co., M. P., 1001 Kirby Bldg.
Deming Investment Co., 1216 Kirby Bldg.
Federal Mortgage Co., 2nd Floor, Praetorian Bldg.
Gibbard Investment Co., 1604 Kirby Bldg.
Ketcham Mortgage Co., F. O., 710 Kirby Bldg.
Murray Investment Co., 501 Mercantile Bldg.
Texas Land & Mortgage Co., Ltd., The, 1406-9 Magnolia Bldg.
Trinity Valley Trust Co., 2015 Main St.
United States Bond & Mortgage Co., 1301 Main St.

Feed, Hay and Grain

Conkey Feed Mills of Texas, The (M-W-R), 2300 Latimer St.
Dallas Corn Mill, 402 N. Walton St.
Lawther Mills, W. J. (M), Maple Ave. Rd.
Miller Brokerage Co., The (Brokers), Stewart Bldg.
Pearlstone Mill & Elevator Co. (M), Hickory, Mays and Dawson Sts.
Sherman-Magnolia Seed Co. (W-R), 945 S. Lamar St.
Steger Grain Co. (W), Henry and Taylor Sts.



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Sketches
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Felt Footwear

United States Rubber Co. (FB), Santa Fe Bldg., Unit No. 4

Fences—Wire and Steel

Columbia Fence & Wire Co., 3120 Grand Ave.
Cyclone Fence Co., 400 S. Fitzhugh Ave.

Filling Stations

Edwards Oil Co., Frank and Fred, 2001½ Pacific Ave.
Model Service Tire Co., Inc., 2110 Bryan St.
Safety Tire Co., St. Paul and Young Sts.

Film Exchanges

Dallas Film Board of Trade, 2009½ Jackson St.
Educational Equipment Co., 1913 Commerce St.

Films and Slides

Jamieson Film Laboratories, 2212 Live Oak St.
Simpson Co., Inc., Jas. P., 317 N. Beckley Ave.

Finance Companies

Associated Factories Corporation (Inventions Financed), 810 Marvin Bldg.
Commerce Securities Corporation, 1405 First National Bank Bldg.
Lamphere, S. M., Sales Repr., National Finance Corp. of Kansas City, Mo., c/o Y. M. C. A.
Shaw Co., W. S. (Inventions Financed), 1342 Athletic Club Bldg.

Financial Reports

Dodge Corporation, F. W., 811 Thomas Bldg.

Fire and Burglary Protection

American District Telegraph Alarm Co., 222 Interurban Bldg.
Smith Detective Agency & Nightwatch Service, 610 N. Akard St.

Fire Doors and Windows

DeWees Co., R. J. (MA), 3015 Grand Ave.
Richmond Fire Proof Door Co. (M), 601 Construction Industries Bldg.

Fire Extinguishers and Fire Hose

Eureka Fire Hose Mfg. Co. (FB), 913 Praetorian Bldg.
Grinnell Co., Inc., The (FB), 1801 Santa Fe Bldg.
Superior Products Co. (M), 1015 Corinth St.
Texas Automatic Sprinkler Co., 1411 Santa Fe Bldg.

Fire and Police Telegraph Systems

Gamewell Fire Alarm Co., 518 Praetorian Bldg.

Fish and Oysters

Dallas Fish & Oyster Co. (W-R), 300 S. Ervay St.
Mid-Central Fish Co. (W), 2110 Cadiz St.
Tobolowsky Produce Co. (W), 2504 Bryan St.

Five and Ten Cent Stores

Duke & Ayres, 1314 Young St.
F. & W. Grand-Silver Stores, 1008 Elm St.
McCrory Stores Corporation, 1513 Main St.
Kress & Co., S. H., 1404 Elm St.
Woolworth Co., F. W., 13th Floor, Allen Bldg.

Flooring

Burnett Roofing Co. (Fancy Tile), 3202 McKinney Ave.
Nichols Co., S. W. (W), 209 Exposition Ave.
Texas Oak Flooring Co. (W), Maple Ave. and Maple Lawn Rd. (P. O. Box 1187)

Florists

Burton The Florist, Inc., 3305 Oak Lawn Ave.
Highland Park Greenhouse, 4444 Travis St.
Lang Floral & Nursery Co., 1214 Main St.
Martin Floral Co., 106 N. Carroll Ave.

Flour Mills

Morten Milling Co., Cadiz St. and Santa Fe Ry.
Stanard-Tilton Milling Co., Ervay St. and Santa Fe Ry.

Flour—Wholesale

Johnson Co., E. A., 901 S. Preston St.
Pillsbury Flour Mills Co. (Cereals and Feed), 606 Mercantile Bldg.

Food Products

Capital Food Products Co., 2208 Summer St.
Drakes Sandwiches, Mrs., 4404 Junius St.
Ebeling Co., Mart (MA), 1321 Athletic Club Bldg.
General Foods Sales Co., Inc., Mercantile Bldg.
Heinz & Co., H. J. (FB), 2219 Griffin St.
Hellman, Inc., of Texas, Richard (M) (Mayonnaise, Thousand Island Dressing, Southern Relish), 1917 N. Houston St.

Food Products—(Continued)

Jewel Tea Co., Inc., (FB), 3136 San Jacinto St.
Kingsbury Brokerage Co. (MA), 309 N. Preston St.
Maury-Cole Co. (M), 2112 N. Lamar St.
Moran, Frank E., Branch Mgr., Quaker Oats Co. (FB), 711-12 Slaughter Bldg.
National Macaroni Co., Inc. (M), 2616-18 Main St.
Oliver-Taylor Co., 1313 Athletic Bldg.
Palmer Bros., Inc. (MA), 1104 Santa Fe Bldg.
Premier Distributing Co. (MA), 1301 Broom St.
Pure Food Products, Inc. (M), 1008 Camp St.
Supperstein, D. M., Distributor (Cheese), 1917 N. Houston St.
Thiemes Chili Co. (M), 1515 S. Henderson St.
Titman Egg Corporation, 1301 Broom St.
Universal Doh Co. (M), 2012 Cadiz St.

Foreign Exchange

American Express Co. (Mail and Cable Transfers, Money Orders, Letters of Credit), 1306 Commerce St.

Foundries

Dallas Foundry, College and Pacific Aves.
Mosher Steel & Machinery Co., Maple Ave. Rd. (P. O. Box 2248)
Trinity Brass & Copper Co., 2913 Elm St.

Freezer Counters

Friedrich, Ed, 2012 Commerce St.

Freight Claims

Darwin & Matthews, 1906 Santa Fe Bldg.
Railway Re-Auditing Co., The, 1628 Allen Bldg.
Texas Freight Audit Bureau, 514 Slaughter Bldg.

Freight Forwarders and Receivers

Acme Fast Freight Service, 1117 Mercantile Bldg.
American Transfer & Storage Co., 2615 Elm St.
Big "4" Transfer Co., 2918 San Jacinto St.
Dallas Transfer & Terminal Warehouse, 2nd Unit, Santa Fe Bldg.
Electric Freight Agency of Texas, Inc., 1714 Carter St.
Interstate Fireproof Storage & Transfer Co., Pacific and Market Sts.
Merchants' Fireproof Storage Co., 1301 Broom St.
Universal Carloading & Distributing Co., 2300 Canton St.

Fuel Oil

Oriental Oil Co. (M), 1911½ Pacific Ave.
Shannon Fuel Service, M. B., 2405 S. Harwood St.

Furnaces

Moncrief Furnace & Manufacturing Co. 3903 Main St.

Furniture Manufacturers

Bohme Furniture & Manufacturing Co., 3121 Ross Ave.
Marshall Co., Inc., The, Love Field
Olive & Myers Manufacturing Co., 2220 Young St.

Furniture Repairing and Refinishing

Bujack, W. L., Bujack-Cook Furniture Co., 3412-14 Ross Ave.

Furniture—Retail

Anderson Furniture Co., 2101 Elm St.
Anderson & Co., Inc., C. B., 2215-17 Elm St.
Bujack, W. L., Bujack-Cook Furniture Co., 3412-14 Ross Ave.
Fakes Furniture & Carpet Co., 1217 Elm St.
Goodman-Kantz Furniture Co., 3409 Oak Lawn Ave.
Hacker Furniture & Auction House, I. J. (Also at Auction), 4308 Bryan St.
Hart Furniture Co., 1931 Elm St.
Haverty Furniture Co., The, 1305 Elm St.
Home Furniture Co., 2301 Elm St.
Howell Furniture, J. M., 2702-6 Live Oak St.
Jones Furniture Co., John L., 2005 Elm St.
Peerless Furniture Co., The, 1201 Elm St.
Rodgers-Meyers Furniture Co., 1917 Elm St.
Smith Furniture Co., J. D., 2546 Elm St.
Texas Furniture Stores Co., 2111 Elm St.
Winn Furniture Co., 2013 Elm St.

Furniture—Wholesale

Bryant & Co., C. A., 807-9 Elm St.
Eight Great Factories, 2501 S. Ervay St.
French, C. V., 2006 Republic Bank Bldg.
Hall & Purse, Inc., 601 Elm St.
Howell Co., The, 1709 N. Market St.
Olive & Myers Mfg. Co. (M), 2220 Young St.
Peck & Hills Furniture Co., 2300 S. Harwood St.
Poull, C. P. (Broker), Unit 2, Santa Fe Bldg.
Russell, Pierre L. (MA), 700 Elm St.

Furs

Buckspan's (R), 1314 Elm St.

Garage and Filling Station Equipment

Farris Co., The, 2033 Commerce St.
Gibson Co., The J. J. (MA), 2016 Canton St.
Smith Co., Harrison (W), 2123 Commerce St.
Tridex Corporation (FB), 221 N. St. Paul St.

Garages

Edmond, Frank, 1000 W. Jefferson Ave.
Doc Jackson's Garage, 1100 Jackson St.
Nichols Brothers Garage, 1320 Commerce St.

Garment Hangers

Star Service Hanger Co., 2404 Summer St.

Gas Companies

Dallas Gas Co., The, 2016 Jackson St.
Lone Star Gas Co., Harwood and Wood Sts.

Gas Heating Equipment

Gaston Co., Brice, 2908 Live Oak St.
Seidenglanz & Co., 2nd Unit, Santa Fe Bldg.

Gasoline Lighting Devices—Wholesale

Texas Quick-Lite Co. (W), 409 N. Akard St.

Gates—Automatic and Drainage

Western Metal & Manufacturing Co. (M), 831 Fourth St.

Geologists

Wrather, W. E. (Oil), 4300 Overhill Drive

Gift Goods—Wholesale

Gift Company of America, The, 715 Santa Fe Bldg.

Gin Machinery

Continental Gin Co. (M), 3310 Elm St.
Gullett Gin Co. (FB), 3034 Elm St.
Lummus Cotton Gin Sales Co. (FB), 604 First Ave.
Mitchell Co., John E. (M), 3800 Commerce St.
Murray Co., The (M), Williams St. and Trunk Ry.
Stacy Co., The (M), 2704 Taylor St.

Glass

Federal Glass & Paint Co. (FB), 2001 N. Lamar St.
Libbey-Owens Glass Co. (M), Sheet and Plate), 1406 Kirby Bldg.
Molloy Mirror & Art Glass Works (M), 2635 Floyd St.
Peaslee-Gaulbert Corporation (FB), 2404 Logan St.
Pittsburgh Plate Glass Co. (FB), Santa Fe Terminal Bldg., Unit 2, corner Jackson and Kendall Sts.
Sewall Paint & Glass Co. (M), 1300 River St.
Trinity Glass & Mirror Co., 2602 Swiss Ave.
United Mirror & Glass Co. (R), 2614 Swiss Ave.

Glassware and China

Blakeney & Son, H. J., 727 Santa Fe Bldg.
Butler Brothers (W), Ervay and Young Sts.
Everts Co., Arthur A. (R), Main and Murphy Sts.
Kline, Fred (MA), 718 Santa Fe Bldg.
Law, Warren, 1203 Elm St. (Box 707)
Linx Brothers (R), Main and Martin Sts.
Ostott, Inc., D. D. (MA) (W), 720 Santa Fe Bldg.

Goggles and Sun Glasses

American Optical Co., 211 Santa Fe Bldg.

Grain Elevators

Burrus, J. Perry, 2701 Alamo St.
Burrus Elevators, Perry, 2701 Alamo St.
Laurier Mills, W. J., Maple Ave. Rd.
Morten Milling Co., 718 Santa Fe Bldg.
Pearlstone Mill & Elevator Co., Hickory, Mays and Dawson Sts.
Stanard-Tilton Milling Co., Ervay and Santa Fe Ave.

Grain—Wholesale

Conkey Feed Mills of Texas, The, 2300 Latimer St.
Crouch Grain Co., J. C., 2701 Alamo St.
Doggett Grain Co., 922 Mercantile Bldg.
Lawther, Joe E., Liberty State Bank Bldg.
Pearlstone Mill & Elevator Co., Hickory, Mays and Dawson Sts.
Steger Grain Co., Henry and Taylor Sts.

Groceries—Retail

Acme Grocery, 1407 Greenville Rd.
Brinker Grocery, 2906 Greenville Ave.
Clark & Johnson Grocery Co., 2106 Greenville Ave.
David, Simon, 4311 Oak Lawn Ave.

Groceries—Retail—(Continued)

Great Atlantic and Pacific Tea Co., The, Houston St. and McKinney Ave.
Helpy-Selfy Stores Co. of Dallas, 2018 Cadiz St.
Hunt Grocery Co., N. Ervay St. and Pacific Ave.
Moore Grocery Co., 4302 Lemmon Ave.
Robertson, L. T., 1802 Greenville Ave.
Rudolph Grocery, Inc., The, 2922 Elm St.
Safeway Stores, Inc., of Texas, 2208-10 Griffin St.
Saunders Stores, Inc., Clarence, 1026 Young St.
Troth Brothers Co., 3102-4 Knox St.

Groceries—Wholesale

Cullum & Co., A. W., 312 N. Preston St.
Fink Co., The, 1007 Hord St.
Johnson Co., E. A., 901 S. Preston St.
Waples-Platter Co., Inc., Lamar and Broom Sts.
Webster Grocer Co., Inc., Laws, Broom and Carter Sts.
Western States Grocery Co., N. Hawkins and Pacific Ave.

Gum Manufacturers

Easterwood Co., Wm. E. Jr. (MA) (Listerated) (Merchandise Broker), 519 S. Akard St.

Gymnasium and Playground Apparatus

Cullum & Boren Co., 1509 Elm St.

Hardware—Retail

Huey & Philp Hardware Co., 1029 Elm St.
Lyne & Glass, 2414 Elm St.
Sharp, Hardware, L. J., 4105 Oak Lawn Ave.
Weston Hardware Co., 815 Elm St.

Hardware—Wholesale

Allen Co., Walter H., 301 N. Market St.
Butler Brothers, Ervay and Young Sts.
Dorgan & Co., L. C. (MA), 1909 N. Harwood St.
Eureka Window Control Co., The (W) (M), 210 Andrews Bldg.
Higginbotham-Pearlstone Hardware Co., 1701 N. Market St.
Huey & Philp Hardware Co., N. Lamar St. and Pacific Ave.
Peden Iron & Steel Co., 718 Praetorian Bldg.
Southern Supply Co., The, 209 N. Jefferson St.

Harness and Saddlery

Padgett Brothers Co. (M), 1020 Commerce St.
Schoellkopf Co., The (M), Jackson and Lamar Sts.
Southern Supply Co., The (W), 209 N. Jefferson Ave.

Hats and Caps—Wholesale

Butler Brothers, Ervay and Young Sts.
Davis Hat Co., The, 800 Jackson St.
Sweet Cap Co., 1110 Commerce St.
Willard Hat Co., 804 Commerce St.

Hat Manufacturers

Davis Hat Co., The, 800 Jackson St.
Evans Hat Co. (Straw), 2114 Griffin St.

Heating Engineers

Dallas Plumbing Co., Inc., 2425 McKinney Ave.

Heating and Ventilating

Carrier Engineering Corporation of Texas (Air Conditioning, Drying and Refrigeration), 2706 Commerce St.
Clow Gasteam Heating Co., 2009 Main St.
Dallas Heating & Ventilating Co., 2422 Alamo St.
Hamilton Co., The, 2301 Griffin St.
Kinnison Brothers, 1201 S. Lamar St.
Martyn Brothers, 911 Camp St.
Moncrief Furnace & Mfg. Co., 3903 Main St.
Southwest Heating Co., 3201 Worth St.
Van Zandt Co., John H., 408 Dallas National Bank Bldg.

Hemstitching and Picoting

Benno Manufacturing Co., 1617 Main St.

Holiday Goods

Butler Brothers (W), Young and Ervay Sts.
Gift Co. of America (FB), 716 Santa Fe Bldg.

Hosiery Mills

Morten-Davis Hosiery Mills, 6001 Maple Ave. Rd.
Texas Hosiery Mills, 1201-3 Patterson

Hosiery—Mill to Consumer

Moise & Millis, Inc., 916 Commerce St.

Hosiery and Underwear—Wholesale

Baker-Moise Co., Main Floor, Santa Fe Bldg.
Blue Bonnet Co., 1008 Commerce St.
Butler Brothers, Ervay and Young Sts.
Cohn, Louis, Santa Fe Bldg., Store No. 10.
G. & S. Hosiery Co., Inc., 2812 Elm St.
Higginbotham-Bailey-Logan Co., Jackson and Lamar Sts.
Newsom Co., W. R., 810 Santa Fe Bldg.
Perkins Dry Goods Co., 708 Jackson St.

Hotels

Adolphus Hotel, Commerce and S. Akard Sts.
Baker Hotel, Commerce and S. Akard Sts.
Campbell Hotel Co., Inc., Elm and Harwood Sts.
Hilton Hotel, Main and Harwood Sts.
Jefferson Hotel, 312 S. Houston St.
St. George Hotel, 1012 Main St.
Scott Hotel, at Union Station
Southland Hotel, Main, Murphy and Commerce Sts.
Texan Hotel, 212 S. Houston St.
Waldorf Hotel, 1302 Commerce St.

House Moving and Shoring

Hansen & Son, C., 4724 East Side Ave.

Ice Cream Cones

Consolidated Wafer Co. of Texas, The (M), 2220 S. Harwood St.

Ice Cream Manufacturers

Boedeker Manufacturing Co., 1201 S. Ervay St.
Crescent Ice Cream Co., 2916 Live Oak St.
Purity Ice Cream Co., 504-6 S. Harwood St.
Smith Ice Cream Co., 912 S. Harwood St.
Southwest Dairy Products Co., 923 Santa Fe Bldg.

Ice Cream Manufacturers' Supplies

Dennery, Inc., Charles (FB), 2824 Williams St.
Meyer-Blanke Co. (FB), 316 N. Preston St.

Ice Machinery

General Refrigeration Co., 2032 Commerce St.
York Ice Machinery Corporation (FB), 2225 S. Lamar St.

Ice Manufacturers

Central West Public Service Co., 4008 Commerce St.
Dallas Ice Factory, 1110 Hall St.
Pacific Ice & Cold Storage Co., 4120 Parry Ave.
Pure Ice & Cold Storage Co., 906 S. Harwood St.
Southern Ice & Utilities Co., 1114 Santa Fe Bldg.
Southern Properties, Inc., 6360 Richmond Ave.

Ice Shaving and Cutting Machines

Bert Manufacturing Co., Samuel, 1504 S. Akard St.

Incinerators

Murphy Door Bed Co. (FB) (Kernerators), 1919 Pacific Ave.
Pittsburg-Des Moines Steel Co. (FB), 1217 Praetorian Bldg.
Seidenglanz & Co., 2nd Unit, Santa Fe Bldg.
Superior Incinerator Co. of Texas (M), 527 Wilson Bldg.

Income Tax Consultants

Peat, Marwick, Mitchell & Co., 605 Santa Fe Bldg.
Rankin & McAlpine, 701 Mercantile Bldg.

Individuals

Brown, E. R., Magnolia Petroleum Co., Magnolia Bldg.
Crampton, C. J., Executive Secretary, Dallas Chamber of Commerce, 1101 Commerce St.
Exall, Mrs. Henry, 4808 Lakeside Drive
Harbin, T. H., 2519 Oak Lawn Ave.
Houston, A. L., Secretary, Federal Dispensary Tax Reduction League, 926 Allen Bldg.
Hughes, J. Taylor, 1104 Republic Bank Bldg.
Illingworth, J., 709 Lipscomb St.
Kelley, J. W., 13th Floor, Allen Bldg.
Kilgore, A. K., Traveling Repr., Dallas News, 3314 Douglas St.
Kiest, Edwin J., Times-Herald Printing Co., Herald Square
Kinsloe, Ralph H., c/o Magnolia Petroleum Co., Magnolia Bldg.
Knight, Epps G., 3617 Cedar Springs
Leopold, Joseph F., Manager, Southwestern Division, Chamber of Commerce of the U. S. A., 3rd Floor, Dallas Chamber of Commerce Bldg.
Padgett, Charles W., 1405 First National Bank Bldg.
Summers, Hatton W., Member of Congress, House Office Bldg., Washington, D. C.; 710 Fidelity Union Bldg., Dallas
Titche, Edward, Athletic Club Bldg.
Wade, Homer D., Vice-President and General Manager, Dallas Chamber of Commerce, 7111 Lakewood Blvd.
Wilkins, A. H., 230 N. Rosemont Ave.

Industrial Goggles

American Optical Co., 211 Santa Fe Bldg.

Insecticides

Dallas Products Co., 1606 N. Haskell Ave.
Idico Corporation, 7th Floor, Unit 2, Santa Fe Bldg.
International Exterminator Co., 111 N. Carroll Ave.
National Disinfecting Co., 1509 S. Ervay St.

Institutional Finance

Ketchum, Inc., 1104 Republic Bank Bldg.

Insulating Materials

Armstrong Cork Insulating Co. (FB), 706 Santa Fe Bldg.
Carey Co., The Philip (FB), 947-51 S. Lamar St.
Celotex Co., The, 209 Exposition Ave.
Rogers Asbestos Co. (MA), 947-51 S. Lamar St.

Installment Goods

Price Mercantile Co., L. B. (W) (Household Specialties), 2610 Swiss Ave.

Insurance Adjusters

Slaton Co., W. D., 613 First National Bank Bldg.
Southwestern Adjustment Co., 1211 Santa Fe Bldg.

Insurance Agencies

Addison & Co., W. I. (Fire and Casualty), 1110 Kirby Bldg.
Andrews-McDowell Co., 4th Floor, Republic Bank Bldg.
Bailey, C. S., Mgr. Ordinary Dept., American National Life Ins Co., 333 Wilson Bldg.
Bailey & Collins, 1st Floor, Fidelity Union Bldg.
Belcher-Garrison Co., 208-9 Burt Bldg.
Blanton, Thomas & Co., 901 Kirby Bldg.
Bolanz & Bolanz, 111 Field St.
Bomar Brothers, 302 Burt Bldg.
Bralley, E. M., 15th Floor, Republic Bank Bldg.
Brown, Grady, 608 Central Bank Bldg.
Burton & Co., C. R., Central Bank Bldg.
Butt & Co., F. M. (Marine Insurance), 201 Cotton Exchange Bldg.
Bynum, E. B., 804 First National Bank Bldg.
Bywaters, Porter A., 1614 First National Bank Bldg.
Chapman & Rinker, 601 First National Bank Bldg.
Chiles & Son, S. H., 1313 Praetorian Bldg.

J. T. Trezevant Sam P. Cochran
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1876-1930

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Insurance Agencies—(Continued)

Cochran & Houseman, Inc., 909 Santa Fe Bldg.
Craddock & Smith, 312 Magnolia Bldg.
Cranfill, Dr. J. B., 630 Wilson Bldg.
Crowe, Kay & Co., 903-4 Republic Bank Bldg.
Cummings Agency, The O. Sam (Kansas City Life Insurance Co.), 320 N. Ervay St.
Cunningham & Co., A. P., 703-4 Marvin Bldg.
Dexter & Co., Charles L., First National Bank Bldg.
Durham & Co., J. S., 1007 Main St.
Earnest & Co., J. E. (Commercial Standard Insurance Company), Southland Life Bldg.
Easley & Co., George M., 407 Bullington St.
Ellis, Smith & Co., Magnolia Bldg.
English & Co., C. T. (Bus Liability), 808½ Commerce St.
Farry & Co., Nelson A., 1720 Commerce St.
Federal Hardware & Implement Mutuals, 1411 Kirby Bldg.
Fidelity & Deposit Co. of Maryland, 1501 Santa Fe Bldg.
Geer & Co. (General), Central Bank Bldg.
Gengnagel, H. B., 15th Floor, Republic Bank Bldg.
Grant Co., J. E., 823 Kirby Bldg.
Grover, O. F. (Fire), 904 Santa Fe Bldg.
Hancock & Co., John R., 909-10 Southwestern Life Bldg.
Hanway & Williams, 203 Central Bank Bldg.
Harris, W. G. (Aetna Life Insurance Co. of Hartford, Conn.), 1002 First National Bank Bldg.
Hill & Green (Fire), 1st Floor Fidelity Union Bldg.
Howell & Co., J. C. (Fire), Southwestern Life Bldg.
Hurst Brothers, Republic Bank Bldg.
Jarreau, M. G., Special Agent, Great American Insurance Co. of New York, 1305 First National Bank Bldg.
Jefferson Standard Life Insurance Co., 1615 Santa Fe Bldg.
Julian, Cochran & Carter, 407 Praetorian Bldg.
Keeling Co., Evans B., 909 Santa Fe Bldg.
Kirkpatrick-Thompson Co., 1001-8 Praetorian Bldg.
Lee & Lee, 1127 Athletic Club Bldg.
Lindsley & Co., J. W., 1209 Main St.
Maxson, Harry I., 321 Santa Fe Bldg.
McCauley & McCauley, 806 Republic Bank Bldg.
McConnell, R. C., 1011 First National Bank Bldg.
McCormick & Turner (General), 201-2 Central Bank Bldg.
McLarr, D. D., 911-17 Magnolia Bldg.
Moser & Loughborough, 111 Martin St.
Murphy-Bolanz Co., Commerce and Field Sts.
Oldham & Gambrell, 513 Mercantile Bldg.
Page, Heber, 1612 Allen Bldg.
Pattillo & Goudelock (Fire), First National Bank Bldg. (P. O. Box 1137)
Penner, A. L., Aetna Life Insurance Co., 1022 Kirby Bldg.
Peterson Co., I. L., 1614 Republic Bank Bldg.
Prendergast Company, A. C., 15th Floor, Republic Bank Bldg.
Prudential Marriage Endowment Association, 404 Santa Fe Bldg.
Ralston & Co., Robert, 710 Mercantile Bldg.
Reilly Real Estate & Insurance Co., William, Reilly Bldg.
Reinhardt & Son, I., First National Bank Bldg.
Riley, John W., 503 Wilson Bldg.
Rimmer, Frank (Cotton and Marine), Kirby Bldg.
Roeder Agency, Fred P., T. E. Braniff Co. (General), 610 Republic Bank Bldg.
Rosenbaum Brothers, Linz Bldg.
Scruggs & Co., Gross R., Insurance Bldg.
Seay & Hall, 817 First National Bank Bldg.
Sheerin, Steele Co., Marvin Bldg.
Simmons & Cathey, 208 Southwestern Life Bldg.
Tardy Co., James N., 1605 Magnolia Bldg.
Teagarden, J. W., 17th Floor, Allen Bldg.
Temple, Walter C., 309 Medical Arts Bldg.
Texas Inspection Bureau, First National Bank Bldg.
Trezevant & Cochran, 1821 Young St.
Waldrop Mortgage Co., 1404 First National Bank Bldg.
Weems Insurance Agency, Sam R. (Minnesota Mutual Life Insurance Co.), 1120 Athletic Club Bldg.
West & Co., Floyd, 925 Santa Fe Bldg.
Works, G. W., 1205-6 Dallas National Bank Bldg.

Insurance Companies

Aetna Life Insurance Co., 1022 Kirby Bldg.
Aetna Life Insurance Co. of Hartford, Conn. (W. G. Harris), 10th Floor, First National Bank Bldg.
American Central Life Insurance Co., 502-4 Praetorian Bldg.
American Eagle Fire Insurance Company, 904 Santa Fe Bldg.
American Insurance Co., The (Fire), 7th Floor, Marvin Bldg.
American Mutual Liability Insurance Co. of Boston (Casualty), 607 Dallas National Bank Bldg.
American Surety Co. of New York (Burglary and Forgery), 1713-15 Santa Fe Bldg.
Associated Indemnity Corporation (Casualty), Republic Bank Bldg.
Automobile Underwriters Insurance Co., 305 Mercantile Bldg.
Bankers Guaranty Life Co., 205 Thomas Bldg.
Bankers Lloyds, Insurers, 504-7 Santa Fe Bldg.
Colonial Insurance Co., Allen Bldg.

Insurance Companies—(Continued)

Commercial Standard Insurance Co. (J. E. Earnest & Co.), Southland Life Bldg.
Commercial Union Assurance Co., Ltd., 1609 Santa Fe Bldg.
Continental Insurance Co., The, 904 Santa Fe Bldg.
Federal Casualty Co. of Detroit, Mich. (Health and Accident), 740 Wilson Bldg.
Fidelity-Phenix Fire Insurance Co., 904 Santa Fe Bldg.
Fidelity Union Life Insurance Co., Fidelity Union Bldg.
Fidelity Union Casualty Co., Fidelity Union Bldg.
Fidelity Union Fire Insurance Co., Fidelity Union Bldg.
Fidelity & Deposit Co. of Maryland, 1501 Santa Fe Bldg.
First American Fire Insurance Co., 904 Santa Fe Bldg.
Friend in Need Benefit Association, 928 Kirby Bldg.
Great American Insurance Co. of New York, 1305 First National Bank Bldg.
Great National Life Insurance Co., 304 Dallas National Bank Bldg.
Great Southern Life Insurance Co., Kirby Bldg.
Gulf Insurance Company (Fire), Telephone Bldg.
Gulf States Life Insurance Co., Marvin Bldg.
Hancock Mutual Life Insurance Co., John, 802 Southwestern Life Bldg.
Harvester Life Insurance Company, Telephone Bldg.
Highfill, F. M. (Globe & Rutgers Fire Insurance Co.), 810 Santa Fe Bldg.
Industrial Insurance Co., 2211 Commerce St.
International Travelers Assurance Co., Medical Arts Bldg.
Kansas City Life Insurance Co. (The O. Sam Cummings Agency), 320 N. Ervay St.
Lloyds of Texas (Fire and Auto), 1327 Wood St.
Manhattan Life Insurance Co. (Life), 1517 First National Bank Bldg.
Massachusetts Bonding & Insurance Co., 509 Southwestern Life Bldg.
Minnesota Mutual Life Insurance Co., 1120 Athletic Club Bldg.
Mutual Benefit Health & Accident Association, 10th Floor, Dallas National Bank Bldg.
National Aid Life Association (Life and Accident), 816 Fidelity Union Bldg.
National Fire Insurance Co., Kirby Bldg.
National Life & Accident Insurance Co., 1336 Athletic Club Bldg.
National Standard Life Insurance Co., 1211 Republic Bank Bldg.
Ohio National Life Insurance Co., 309 Medical Arts Bldg.
Pacific Mutual Life Insurance Co. of Calif., 520 Linz Bldg.
Postal Indemnity Co., Insurance Bldg.
Protective Life Insurance Co. (Porter A. Bywaters), 1614 First National Bank Bldg.
Reliance Life Insurance Co., 510 Republic Bank Bldg.
Republic Insurance Co., 3504 Gillon Ave.
Royal Insurance Co., Ltd., of Liverpool (R. C. McConnell), 1011 First National Bank Bldg.
Southern States Life Insurance Co. (Grady Brown), 608 Central Bank Bldg.
Southern Surety Co., 511 Magnolia Bldg.
Southland Life Insurance Co., Southland Life Bldg.
Southwestern Life Insurance Co., Southwestern Life Bldg.
Standard Accident Insurance Co. (Casualty), 1507 Dallas National Bank Bldg.
Texas Employers' Insurance Association, 402 Interurban Bldg.
Texas Life Insurance Co. (Life and Fire), 701-3 Praetorian Bldg.
Texas Security Mutual Life Insurance Co., 903-5 Republic Bank Bldg.
Traders & General Insurance Co. (Casualty), 1107-10 Republic Bank Bldg.
Trinity Fire Insurance Co., Santa Fe Bldg.
Underwriters' Salvage Co. of New York, First National Bank Bldg.
Union Central Life Insurance Co. (Lee & Lee), Athletic Club Bldg.
United Fidelity Life Insurance Co., T. & P. Bldg.
United States Fidelity Guaranty Co., 17th Floor, Allen Bldg.
Universal Automobile Insurance Co. (Automobiles only), 614 Santa Fe Bldg.
Universal Life & Accident Insurance Co., 320 Santa Fe Bldg.

Insurance—Fraternal

Praetorians, The, 1401 Praetorian Bldg.
Post E. Travelers' Protective Association, 1105 Santa Fe Bldg.

Interior Decorating

Bounds Sign Co., 2025 Jackson St.
Rogers-Meyers Furniture Co., 1917 Elm St.

Investments

Abrams, Harold J., 502 Republic Bank Bldg.
American National Brokerage Co., 512 Southwestern Life Bldg.
Baker, M. N., 1211 Elm St.
Cary-Schneider Investment Co., 312 Medical Arts Bldg.
DeLoache, Ira P., 1017-18 Fidelity Union Bldg.
Gibbard, W. W. (Gibbard Investment Co.), 1604 Kirby Bldg.
Jackson, A. A., 811 First National Bank Bldg.
Joyce, A. G., 2439 Swiss Ave.
Lloyd, A. T., 1302 Kirby Bldg.
Loudermilk, G. W., Hilton Hotel.
Moore, W. McCarty, 707 Dallas National Bank Bldg.
Moroney, James M., 4330 Bordeaux Ave.
Robinson, Arthur D., 628 Kirby Bldg.
Shaw Co., W. S., 1342-43 Athletic Club Bldg.
Southwestern Land & Loan Co., 401 Republic Bank Bldg.
Taylor, G. M., 1305 Kirby Bldg.

Investment Bankers

Anderson & Co., Lorenzo E., 302-3 Republic Bank Bldg.
Davidson & Co., Adam H., 801-5 Republic Bank Bldg.
Freeman, Hillmond & Young, 708 Dallas National Bank Bldg.
Houghton Co., Inc., Dallas Athletic Club Bldg.
Young & Brothers, Inc., W. H., 1701 Republic Bank Bldg.

Investment Counselors

Securities Service Corporation, 403-4 Dallas National Bank Bldg.

Investment Securities

Barnard, J. L. (National City Co.), 905 First National Bank Bldg.
Brown-Crummer Investment Co., The, 1407-8 Kirby Bldg.
Dallas Union Trust Co., 502 Dallas National Bank Bldg.
Fain Townsend Co., 1512 First National Bank Bldg.
Federal Mortgage Co., 2nd Floor, Praetorian Bldg.
First National St. Louis Corporation, 701 Dallas National Bank Bldg.
Garrett & Co., 707 First National Bank Bldg.
Hibernia Securities Co., Inc., 806 First National Bank Bldg.
Investment Securities Co. of Texas, First National Bank Bldg.
Nordstrom, E. J. (Newt), 824 Kirby Bldg.
Parish & Co., F. P., 1605 Republic Bank Bldg.
Realty Trust Co., 1203 Praetorian Bldg.
Roberts & Co., H. H., 1601 Republic Bank Bldg.
Silvers, E. J., 1203 Dallas National Bank Bldg.
Southern Trust & Mortgage Co., 314 Linz Bldg.
State Brokerage Corporation, Mercantile Bldg.
Taylor-Easterling & Co., Inc., 503 Magnolia Bldg.
Texas Investment Co. (M. R. Fewell), 601 Young St.
Turner, E. P., President, Dallas Southwestern Traction Co., 303 Gaston Bldg.
Union Deposit Co., 1612 Republic Bank Bldg.
Young Co., Mary Lee, 1114 Kirby Bldg.

Iron and Steel

American Steel & Wire Co. (FB), 1301 Praetorian Bldg.
Austin Brothers (M), 1815 Coombs St.
Chicago Bridge & Iron Works, 1514-17 Magnolia Bldg.
DeWees Co., R. J. (MA) (Ornamental), 3015 Grand Ave.
Mosher Steel & Machinery Co. (M), Maple Ave. Rd. (P. O. Box 2248)
O'Hearn, J. L., 1913 N. Harwood St.
Peden Iron & Steel Co. (FB), 718 Praetorian Bldg.
Pittsburg-Des Moines Steel Co., 1217-18 Praetorian Bldg.

Iron and Steel—(Continued)

Pittsburgh Steel Co. (FB), 1009 Kirby Bldg.
Southern Ornamental Iron Works (M), Arlington Texas
Southern States Steel Corp. (M), 503 S. Haskell Ave.
Southern Supply Co., The (W), 209 N. Jefferson Ave.
Thompson, I. G. (MA), 804 Dallas National Bank Bldg.
Virginia Bridge & Iron Co. of Tenn. (FB), 1512 Kirby Bldg. (P. O. Box 956)
Weaver Ornamental Iron Works (M), 1807 Carter St.
Western Metal Manufacturing Co. (M), 831 Fourth St. (P. O. Box 818)
Wyatt Metal & Boiler Works, West Dallas Pike

Jail Builders

Cloud, Stephen R. (Pauly Jail Building Co.), 517 N. Texas Bldg.

Janitors' Supplies

Bryant & Co., C. A. (W), 807-9 Elm St.
Continental Chemical Corporation (FB) (Floor Treating Compound), 501 Burt Bldg.
Dallas Janitors Supply Co. (MJ), 2815 Main St.
Dallas Products Co., 1606 N. Haskell Ave.
Dixie Disinfecting Co. (M), 2000 Magnolia St.
Idico Corporation, 7th Floor, Santa Fe Bldg., Unit 2
Lightning Cleanser Co. (M) (Concrete Cleansing Compound), 404 Factory St.
Meyer, H. B. (M), 525 N. Akard St.

Janitors' Supplies—(Continued)

National Chemical Co. (WM), (Sweep Compound), 2404 Swiss Ave.
National Disinfecting Co., 1509 S. Ervay St.
Provon Co., The (FB) (Cleansing Compounds), Unit 2, Santa Fe Bldg.
Real-Finish Manufacturing Co. (Cleaners and Polishers), 1005½ Main St.
Southwest Chemical Corporation (M), 3408 Ross Ave.
Superior Products Co. (M), 1015 Corinth St.
West Disinfecting Co. (FB), 1213 Ross Ave.

Japanese and Oriental Goods

Oriental Art Co. (R), 1312 Elm St.

Jewelers—Manufacturing

Everts Co., Arthur A., 1114 Main St.
Orkin Jewelry Manufacturing Co., 301 Southland Life Bldg.

Jewelers—Retail

Bailey-DeGrazier Co., 1411 Main St.
Balfour Co., L. G., 211 N. St. Paul St.
Everts Co., Arthur A., 1114 Main St.
Garonzik Jewelry Co., 1212 Main St.
Gray Jewelry Co., 1936 Elm St.
Klar, Herman, Klar & Winterman, 2310 Elm St.
Levit Jewelry Co., F., 1414 Elm St.
Linz Brothers, Main and Martin Sts.
Pike & Kramer, 1001 Republic Bank Bldg.
Shaw Jewelry Co., 1618 Main St.
Taber's, Inc., 1512 Main St.
Tully's, Inc., 1410 Main St.
Weber's, 1108 Main St.

Jewelers' Supplies

Dennison Manufacturing Co. (FB), 406 Santa Fe Bldg.
Hawley Co., H. H. (W), 1521 Commerce St.

Jewelers—Wholesale

Butler Brothers, Ervay and Young Sts.
Moore-DeGrazier Co., 201 Santa Fe Bldg.
Norsworthy Co., C. L., 2nd Floor, Southland Life Bldg.
Shuttles Brothers & Lewis, Insurance Bldg.
Storm-Cummings Co., 223 Santa Fe Bldg.
Tynes-Price & Co., 1521 Commerce St.

Junk Dealers

American Iron & Metal Co., 2215 Latimer St.
Texas Scrap Material Co., 2613 Latimer St.

Knitting Mills

Texas Hosiery Mills, 1201 Patterson Ave.

Laboratories

Dallas Laboratories, 2411 S. Harwood St.
Pittsburgh Testing Laboratory of Texas, 1021 Santa Fe Bldg.
Southwestern Laboratories, 1105½ Main St.

Laboratory Apparatus and Supplies

Refinery Supply Co. (J), 3404 Main St.

Ladies' Ready-to-Wear—Retail

Bonwit-Holland Co., 1711 Elm St.
Franklin's, 1608-10 Elm St.
La Mode, 1708 Elm St.
Leader, The, 1214 Elm St.
Lerner Stores Corporation, 1714 Elm St.
Lewis, Co., R. G., 1914 Elm St.
Rainbow Apparel, 1704 Elm St.
Weil & Co., I. H., Elm and Murphy Sts.

Ladies' Ready-to-Wear—Wholesale

Annette Dress Manufacturing Co. (M) (Wash Dresses), 706½ Commerce St.
Arend-Dawson Co., Wholesale Merchants Bldg.
Aronson-Rose Manufacturing Co., 914 Commerce St.
Blue Bonnet Co., 1008 Commerce St.
Brin Co., Mell, 915 Jackson St.
Butler Brothers, Ervay and Young Sts.
Darling Dress Mfg. Co. (M), 208 S. Lamar St.
Glick Brothers, Inc., 1211 Commerce St.
Gossard Co., The H. W., 614 Santa Fe Bldg.
Lees Bros., 901 Jackson St.
Lorch Manufacturing Co., 909 Jackson St.
Marcey Lee Manufacturing Co., 2212 S. Lamar St.
McCarty, Inc., Justin (M), 904 Commerce St.
Morten-Davis Co., Jackson and Austin Sts.
R. B. Manufacturing Co., The, 1107 Commerce St.
R. H. B. Garment Co., 1105 Commerce St.
Roos-Freedman-Shayn Co., 800-2½ Commerce St.
Schaeffer Garment Co., 902 Commerce St.

Landscape Architects

Koch & Fowler, 801 Central Bank Bldg.
Lang Floral & Nursery Co., 1214 Main St.

Laundries

American Laundry Co., 2nd Ave. and Williams St.
Gentry's Overall Laundry, 1217 Floride St.
Ideal Laundry Co., Inc., 3214 Ross Ave.
Laughing Water Laundry, 3100-2 Main St.
Leachman's Dallas Steam Laundry & Dye Works, 2009 Hickory St.
Oriental Laundry Co., 1720 Wood St.
Progress Laundry & Cleaning Co., The, 3508-12 Live Oak St.
Stier's Laundry, Inc., 2009 Orange St.
White Star, Inc., 3209-13 Knox St.
Yates Laundry Co., 924-26 College Ave.

Laundry Machinery and Supplies

Kohnstamm & Co. of Texas, H. (Coal Tar Colors and Laundry Supplies), 3605 Main St.
Lohman Machinery Co., W. H., 4239 Newton Ave.

Lead-Head Roofing Nails

American Smelting & Refining Works (M), 1012 Powhattan St.

Leather Goods

American Beauty Cover Co. (M), 1902-8 Orange St.
Hayden Manufacturing Co., Inc. (M), 1415 Young St.
McQueen, F. (MA), 1003½ Main St.
Padgett Brothers Co. (M), 1020 Commerce St.
Schoellkopf Co., The (M), Jackson and Lamar Sts.

Leather and Shoe Findings

Hagedorn & Sons, H., 406 N. Lamar St.
Padgett Brothers Co., 1020 Commerce St.
Potts-Knaur Leather Co., 1106 Jackson St.
Schoellkopf Co., The, Jackson and Lamar Sts.
Tanners Leather Co. (W-J), Santa Fe Bldg., Unit 2

Legal Blanks

Martin Stationery Co., 914 Main St.

Linotype Composition

Bradfield Brothers Printing Co., 1305 Elm St.

Linseed Oil and Turpentine

DeForest Co., T. S. (W), 2401-11 K St.

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AT HOME. CAN YOU AFFORD THAT?



SEVENTY-FIVE PER CENT.
OF OUR DOLLARS
STAY IN DALLAS



THREE PER CENT.
OF THE OUTSIDE
SALESMAN'S
DOLLARS STAY IN
DALLAS

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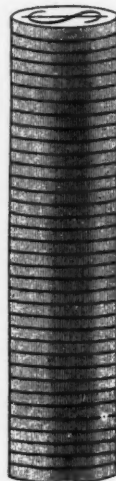
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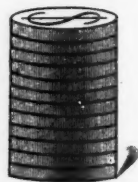
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AMOUNT WE SPEND
IN DALLAS

FOR EVERY DOLLAR
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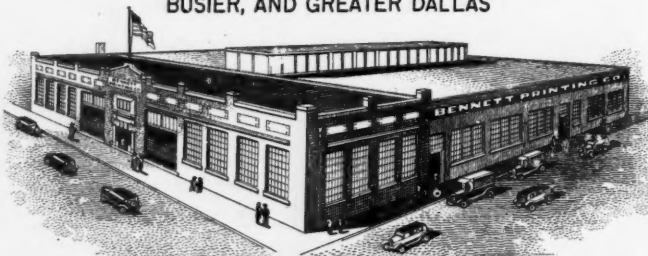
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BUSIER, AND GREATER DALLAS



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CORNICANA AND PARK AVE.

Lithographers

Bankers' Supply Co., Division The Todd Sales Co.,
2021 Jackson St.
Barnard Stationery Co., Geo. D. (FB), Commerce
and Poydras Sts., 3rd Floor
Bennett Printing Co., Corsicana St. and Park Ave.
Dorsey Co., The, Commerce and Poydras Sts.
Exline-Lowdon Co., 1818 S. Ervay St.
Hargreaves Printing Co., 1013 Main St.

Live Stock and Agriculture

Caruth, W. W., 4949 Swiss Ave.
Drane & Stephenson, 1209 Main St.
Flowerdale Farm, 3000 Holmes St.
Hapgood, K. N., 809 First National Bank Bldg.
Slaughter, C. C., 619 Slaughter Bldg.
Slaughter, E. Dick, 319 Slaughter Bldg.

Loan and Investments

American Trust Co., 1st Floor, Fidelity Union Bldg.
Beaton-Chambers Co., The, 1113 Southwestern Life
Bldg.
Brinkerhoff & Bennett, 1502 First National Bank Bldg.
Buchanan Investment Co., Inc., 409 Republic Bank
Bldg.
Cary-Schneider Investment Co., 312 Medical Arts
Bldg.
Commercial Trust Co., 613 Central Bank Bldg.
Fewell, M. R., President, Texas Investment Co., 601
Young St.
Fisher & Fisher, Magnolia Bldg.
General Contract Purchase Corporation, 706 Fidelity
Union Bldg.
Hancock Mutual Life Insurance Co., John, 802 South-
western Life Bldg.
Hexter, J. K., 420 Linz Bldg.
Investment Securities Co. of Texas, First National
Bank Bldg.
Joyce, A. G., 2439 Swiss Ave.
Mayer, Dudley B., 1317 Magnolia Bldg.
Murray Investment Co., The, 501 Mercantile Bldg.
Ralston & Co., Robert, 710 Mercantile Bldg.
Riley, John W., 503 Wilson Bldg.
Rose Investment Co., Athletic Club Bldg.
Southern Trust & Mortgage Co., 314 Linz Bldg.
Texas Land & Mortgage Co., Ltd., The, 1406-9 Mag-
nolia Bldg.
Waldrop Mortgage Co., 1404 First National Bank
Bldg.

Loans—Industrial

Paulding Credit Co., 1805½ Main St.

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& CO.**

Lumber

**Creo-Dipt Shingles
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Locksmiths

Ott, Charles, 1007 Elm St.

Loose Leaf Systems

Remington Rand Business Service, Inc., 1603 Commerce St.
Walraven Brothers, 1507 Caruth St.

Lumber—Retail

Amis Lumber & Wrecking Co., 2705 Ross Ave.
Booth Lumber & Loan Co., 816 S. Haskell Ave.
Buell Lumber & Manufacturing Co., N. Hawkins and Central Ave.
Builders Lumber & Loan Co., 310 S. Carroll Ave.
Burgher Lumber Co., Forney and E. Grand Ave.
Clem Lumber Co., 2500 Live Oak St.
Cowan & Co., 3121 Grand Ave.
Dallas Lumber Co., 4320 Main St.
Griffiths & Co., 918 S. Lamar St.
Groves-Barns Lumber Co., 106 E. Jefferson St.
Higginbotham-Bartlett Lumber Co., 2514 Commerce St.
Huttsell & Co., C. D. (R), 3009 N. Henderson Ave.
Jenkins, Cobb & Massey Lumber Co., 936 S. Haskell Ave.
Lingo Lumber Co., 2430 San Jacinto St.
Lyon-Gray Lumber Co., Inc., 604 First National Bank Bldg.
Maple Lawn Lumber Co., Maple Ave. and Maple Lawn Rd. (Box 887)
Mayfield Lumber Co. of Dallas, Inc., 3704 Elm St.
McFadden Brothers Lumber Co., 4900 E. Grand Ave.
Oldham & Sumner Lumber Co., 927 S. Haskell Ave.
Owens Lumber Co., Geo. W., 3310 Commerce St.
Robinson-Brewington Lumber Co., 2021 McKinney Ave.

Lumber—Retail—(Continued)

Shoupe Lumber Co., J. R., 3113 Main St.
Temple Lumber Co., 2508 S. Harwood St.
Trinity Lumber Co., Main and Washington Sts.
Wilcox & Co., J. M., 3200 Knox St.

Lumber—Wholesale

Clark & Boice Lumber Co., 1611 First National Bank Bldg.
Harris-Lipsitz Lumber Co., 608 First National Bank Bldg.
Lyon-Gray Lumber Co., Inc., 604 First National Bank Bldg.
Marsh, Will B., 608 First National Bank Bldg.
Potosi Tie & Lumber Co. (Creosoted Timbers), 1201 Allen Bldg.
Samuell Investment Corporation, 1108-9 Dallas National Bank Bldg.
Texas Oak Flooring Co., Maple Ave. and Maple Lawn Rd. (P. O. Box 1187)

Machinery

Allan, George B. (MA), 405-6 North Texas Bldg.
Allis-Chalmers Manufacturing Co. (FB), 1515 Santa Fe Bldg.
Austin Western Road Machinery Co. (FB), 1306 S. Lamar St.
Avery & Sons Plow Co., B. F. (FB), Pacific Ave. and Market St.
Bartholow Co., J. W. (MA), 1221 S. Lamar St.
Browning-Ferris Machinery Co. (MA), 205 Exposition Ave.
Cowles & Co. (MA), 721 Mercantile Bldg.
Fairbanks-Morse & Co. (FB), 1713 N. Market St.

Machinery—(Continued)

Foster Wheeler Corporation (Oil Refinery) (FB), 2001 Republic Bank Bldg.
Ingersoll-Rand Co. of Texas (FB), 615 Magnolia Bldg.
Link-Belt Co. (FB) (Conveying and Power Transmission), 1221 Mercantile Bldg.
Lockett & Co., Ltd., A. M. (FB), 305 Magnolia Bldg.
Lone Star Road Machinery Co., Inc., 2003 S. Akard St.
Mair Machinery Corporation, D. S. (Machine Tools), 10th Floor, Unit 2, Santa Fe Bldg.
Pierce, W. M. (MA), 701 Elm St.
Power Manufacturing Co., The (Oil Engines), 3117 Commerce St.
Southern Supply Co., The (W), 209 N. Jefferson Ave.
Sullivan Machinery Co. (FB), 822 Santa Fe Bldg.
Sutton, Steele & Steele, Inc. (M), 1031 S. Haskell Ave.

Machinery and Tool Manufacturers

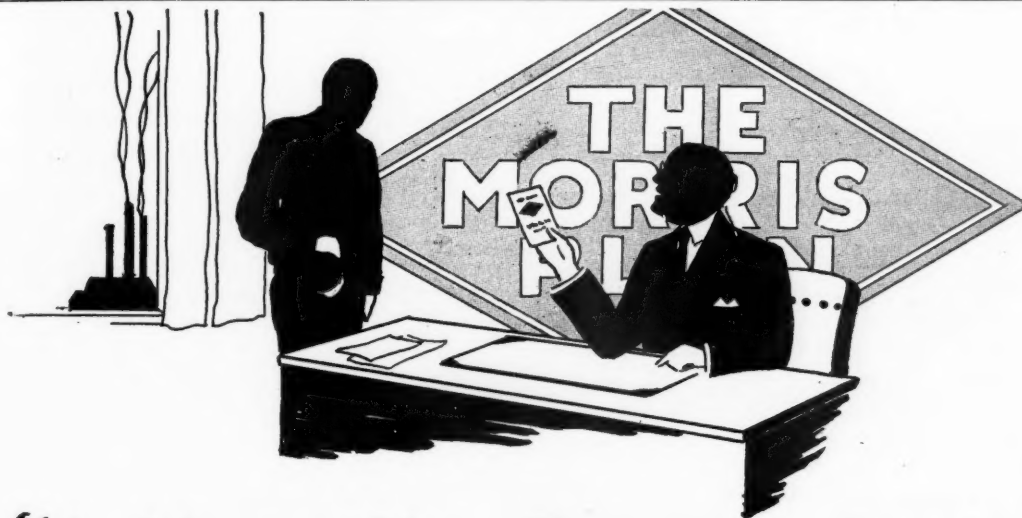
Acme Machine Works, 107 S. Market St.

Machinists

Acme Machine Works, 107 S. Market St.
Mayhew Machine & Engineering Works, 2713 Commerce St.
Mosher Steel & Machinery Co., Maple Ave. Rd. (P. O. Box 2248)
Perfection Machine Tool & Die Co., 3027-29 Elm St.
Robinson Machine & Forge Works, Magnolia and Caruth Sts.

Mailing Lists

Commercial Printing & Letter Service Co., 918-19 Santa Fe Bldg.
Dallas Mailing Co., 1916½ Main St.



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J. T. Trezevant, Senior Member,
Trezevant & Cochran
G. A. Trumbull, President,
Huey & Philip Hardware Co.
Geo. S. Watson, President,
The Watson Company
Wilbur F. Wright,
Executive Vice President,
Dallas Morris Plan Bank

The DALLAS MORRIS PLAN BANK

Malt Syrup

Premier Distributing Co., 1301 Broom St.

Manufacturers' Agents

Allan, George B., 405-6 North Texas Bldg.
Bentley Co., Paul G., 804 Allen Bldg.
Brin Co., Mell, 915 Jackson St.
Dorgan & Co., L. C. (Building Materials and Hardware), 1909 N. Harwood St.
Glick Brothers, Inc., 1211 Commerce St.
Jenkins & Gunther (Electrical Jobbers' Supplies), Santa Fe Bldg., Unit 2
Jones, B. C., 724 Santa Fe Bldg.
Kline, Fred (Pottery and Glassware), 718 Santa Fe Bldg.
Mills-Erwin Co., 1201 Magnolia Bldg.
Moise & Millie, Inc., 916 Commerce St.
Ostott, Inc., D. D. (Pottery and China), 720 Santa Fe Bldg.
Platter, Charles H., 1019 Mercantile Bldg.
Powell Co., A. T., 511 Central Bank Bldg.
Russell, Pierre L., 700 Elm St.
Smith, Royal (Radio and Electric Supplies), 912 Commerce St.
Storm-Cummings Co., 223 Santa Fe Bldg.
Van Zandt Co., John H. (Heating Material), 408 Dallas National Bank Bldg.

Manufacturing Pharmacists

First Texas Chemical Manufacturing Co., 1814 N. Lamar St.

Marble and Granite

McNeel Marble Co., The, 1302 Dallas National Bank Bldg.
Southwest Marble Co., Santa Fe Ry. near Ewing Ave. (P. O. Box 156, Station A)
Vermont Marble Co. of Texas, 1513 Wall St.
Vitolite Construction Co., 3205 Commerce St.

Marine Insurance

Butt & Co., F. M., 201 Cotton Exchange Bldg.
McLary, D. D., 911 Magnolia Bldg.
Rimmer, Frank, Kirby Bldg.

Mattress Manufacturers and Renovators

Sealy Mattress Co., 2412 Coombs St.

Mayonnaise

Hellman Inc. of Texas, Richard, 1917 N. Houston St.
Kennedy Brokerage Co., 3104 Oak Lane St.
Maury-Cole Company (M), 2112 N. Lamar St.
Supperstein, D. M., Distributor, 1917 N. Houston St.

Meat Markets

Acme Grocery, 1407 Greenville Road
David, Simon, 4311 Oak Lawn Ave.
Engelberg's Market, 2405 Elm St.
Packing House Markets Co., Inc., 900 S. Harwood St.

Meats—Wholesale

Engelberg's Market (W-R), 2405 Elm St.
Rath Sales Co., The, 1909 N. Houston St.

Medical Books

Majors Co., J. A., Medical Arts Bldg.

Medicine Manufacturers

American Herb Co., 2409 Live Oak St.
Gordon Drug Co., G. M., 1500 Patterson Ave.
Link Medicine Co., Dr., 2646 Elm St.

Men's Furnishings

Adolphus Man's Shop, Inc., 1325 Commerce St.
Dreyfuss & Son, Main and Murphy Sts.
Glenn & Glenn, Haskell and Elm

Men's Furnishings—(Continued)

Guarantee Clothes Shop, Inc., 1215 Main St.
Hauger Co., C. D., 1111 Main St.
Hoover-Lehman Co., 1302 Main St.
Kahn & Co., Inc., E. M., Main, Elm and Lamar Sts.
Morris Men's Wear, 1616 Main St.
Reynolds-Penland Co., 1526 Main St.
Roos Co., Gus, 1413 Elm St.
Victory-Wilson, Inc., 2nd Floor, Marvin Bldg.

Mercantile Agencies

Bradstreet Co., The, 206 Linz Bldg.
Dun & Co., R. G., 1022 Santa Fe Bldg.
Merchants Red Book Co., Inc., 2112½ Jackson St.

Merchandise—General

Butler Brothers, Ervay and Young Sts.
Dobson & Co., 2527 Elm St.
Perkins Brothers Co. (Operating Chain of Dry Goods Stores), Jackson and Austin Sts.
Sears, Roebuck and Co. of Texas, S. Lamar and Austin Sts.

Metal Building Materials

Acme Screen Co. (M), 915 S. Peak St.
Chase Brass & Copper Co. (FB), (Brass Terrazo Strip) 719 First National Bank Bldg.
Edwards Manufacturing Co. of Texas (FB), Market and Collins St.
Lupton's Sons Construction Co., David (FB), 703 Construction Industries Bldg.

Meters

Neptune Meter Co. (FB), 2014 Commerce St.
Pittsburg Equitable Meter Co. of Texas (Gas Regulators), 704 Republic Bank Bldg.
Republic Flow Meters Co., 1202 Athletic Club Bldg.

Milk Bottle Caps

Lake & Co., Inc., Fred L. (M), 1015 Elm St.

Mill Agents

Newsom Co., W. R., 810 Santa Fe Bldg.

Mill Supplies

Dill, Dwight (MA), (Flour Feed & Cereal Mills), 306 Santa Fe Bldg.
Murray Co., The, Williams and Trunk Ry.
Peden Iron & Steel Co., 718 Praetorian Bldg.
Southern Supply Co., The (W), 209 N. Jefferson Ave.

Millinery—Retail

Cahn, Bernie A., 3410 Oak Lawn Ave.
Field's Millinery, 1512 Elm St.
La Mode, 1708 Elm St.

Millinery—Wholesale

Baron Brothers Millinery Co., 915 Jackson St.
Dallas Hat Manufacturing Co., 913 Commerce St.
Davis Millinery Co., 1016 Commerce St.
Fox-Coffey-Edge Co., 915 Commerce St.
Gage Brothers & Co. (I), 906 Commerce St.
Hagginbotham Millinery Co., 914 Jackson St.
Lichtenstein-Mittenthal Co., 900 Commerce St.
Milliners' Supply Co., The, 909-11 Elm St.
Rosenfeld-Rosen Millinery Co. (M), 910 Commerce St.
Tarnower Brothers Millinery (M), 1005 Commerce St.

Mining Machinery

Allis-Chalmers Mfg. Co. (FB), 1515 Santa Fe Bldg.
Sullivan Machinery Co. (FB), 822 Santa Fe Bldg.
Sutton, Steele, & Steele, Inc., 1031 S. Haskell Ave.

Monuments and Mausoleums

Roberts Marble Co. of Texas, 413 Central Bank Bldg.

Mortar Mixers

Blue Diamond Co. of Texas (M), 2422 Myrtle St.

Mortgage Loans

Basham, George V., 709 Central Bank Bldg.
Brinkerhoff & Bennett, 1502 First National Bank Bldg.
Bynum, E. B., 804-5 First National Bank Bldg.
Commerce Farm Credit Co., 1107 Main St.
Compton, C. V., 807 Republic Bank Bldg.
Dallas Mortgage Securities Co., 1001 Mercantile Bldg.
Deming Investment Co., 1216 Kirby Bldg.
Fain-Townsend Co., 1512 First National Bank Bldg.
Farry & Co., Nelson A., 1720 Commerce St.
Federal Mortgage Co., 2nd Floor, Praetorian Bldg.
Foster & Son, J. E., 733-34 Fidelity Union Bldg.
Freeman-Lindsley Investment Co., Inc., 716 Kirby Bldg.
Gibbard Investment Co., 1604 Kirby Bldg.
Gillespie & Gillespie, 505 Praetorian Bldg.
Hancock Mutual Life Insurance Co., John, 802 Southwestern Life Bldg.
Hexter, J. K., 420 Linz Bldg.
Investment Securities Co. of Texas, First National Bank Bldg.
Irwin Co., D. L., Stewart Bldg.
Jester & Co., Frank G., 1001 Southwestern Life Bldg.
Ketcham Mortgage Co., F. O., 710 Kirby Bldg.
Linsdale & Co., J. W., 1209 Main St.
Miller, Henry S., 409 Southland Life Bldg.
Miller, Lawrence, 1107 Praetorian Bldg.
Mittenthal, N. E., 1006 Kirby Bldg.
Mortgage Securities Co., 111 Martin St.
Murray Investment Co., 501 Mercantile Bldg.
Realty Trust Co., 1202-8 Praetorian Bldg.
Relief & Annuity Board, S. B. C., The, 1226-29 Athletic Club Bldg.
Riley, John W., 503 Wilson Bldg.
Russell Realty Co., 113 Martin St.
Samuell Investment Corporation, 1108-9 Dallas National Bank Bldg.
Texas Land & Mortgage Co., Ltd., The, 1406-9 Magnolia Bldg.
Trinity Valley Trust Co., 2015 Main St.
Turner, J. Elmer, 1021 Commerce St.
United Bond Co. of Texas, 901-02 Republic Bank Bldg.
United States Bond & Mortgage Co., 1501 Main St.
Works, Geo. W., 1205-6 Dallas National Bank Bldg.

Motion Picture Equipment and Supplies

Jamieson Film Laboratories, 2212 Live Oak St.
Parker, David F., Educational Equipment Co., 1913 Commerce St.

Motorcycles

Harley-Davidson Sales Co. (FB), 2932 Commerce St.

Motor Freight Lines

Arrow Motor Lines, 911 Marion St.
Binyon-O'Keefe Motor Freight Lines, 410 S. Poydra St.
Central Freight Lines, Inc., 1713 N. Akard St.
Johnson Storage & Distributing Co., 265 W. 15th St., Fort Worth, Texas
Mangrum Brothers Motor Lines, Whitewright, Texas
Merchants Fast Motor Lines, 1107 S. Lamar St.
North East Texas Motor Lines, Inc., 2315 Laws St.
Palestine-Athens Motor Lines, 1414 Collins St.
Southern Transportation Co., 510 S. St. Paul St.
Southwestern Transportation Co., 912 Young St.
Sproles Motor Freight Lines, 400 Elm St.
Woodrum Truck Lines, 1209 Ross Ave. (Mail to Denton, Texas)

Multigraphing

Boyette Letter & Employment Service—714 Praetorian Bldg.
Cloud Employment & Letter Service, 813-14 Marvin Bldg.



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1800 North Market Street

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Lath Accessories
Lockers and Shelving
Hollow Metal Windows and
Kalamelin Doors
Variety Rolling Fire Doors
and Shutters

Multigraphing—(Continued)

Commercial Printing & Letter Service Co., 918-19 Santa Fe Bldg.
Dallas Mailing Co., 1916½ Main St.
Direct Advertising & Printing Co., 210 S. St. Paul St.
Sims Letter Co., 606 Wholesale Merchants Bldg.

Musical Instruments

Mays & Co., Brook, 1005 Elm St.
Watkin Co., Inc., Will A., 1207 Elm St.
Whittle Music Co., D. L., 1213 Elm St.

Neckwear—Wholesale

Advance Neckwear Co., 2nd Floor, Fox-Coffey Bldg.
Butler Brothers, Young and Ervay Sts.
Sweet Neckwear Co. (M), 1110 Commerce St.

News Dealers

Union News Co., Union Terminal Bldg.

Newspapers and Magazines

Cotton & Cotton Oil News, 3118 Commerce St.
Daily Times Herald, Herald Square
Dallas Dispatch, 1510 Federal St.
Dallas Journal, 801 Commerce St.
Dallas Morning News, 801 Commerce St.
Farm & Ranch, 3306 Main St.
Holland's Magazine, 3306 Main St.
Jewish Monitor, The, 327 Slaughter Bldg.
Progressive Farmer, 413 Slaughter Bldg.
Semi-Weekly Farm News, 801 Commerce St.
Southern Pharmaceutical Journal, 1111 Santa Fe Bldg.
Southwestern Retailer, 8th Floor Wholesale Merchants Bldg.
Texas Christian Advocate, 1804 Jackson St.
Texas Farm & Ranch Publishing Co., Main and Race Sts.
Western Newspaper Union, 606 S. Akard St.

Nitrogen

Wade, P. D. (Linde Air Products Co.), 2626 Commerce St.

Novelties

American Crayon Co. (MA), (Chalks, Crayons, Water Colors, Pencils, Toys, Paste, Modeling Materials, Show Card Colors, Art Materials), 1910 Santa Fe Bldg.
Flores Yo Yo Sales Co. (Yo Yo Tops), 416 Santa Fe Bldg.
Southern Doll & Candy Manufacturing Co., 4101 Commerce St.

Nurseries

Lang Floral & Nursery Co., 1214 Main St.

Office Buildings and Managers

Athletic Club Bldg., Elm, St. Paul and Pacific Ave.
Exell, T. G., 501 Wilson Bldg.
Merchants Building Corporation, Wholesale Merchants Bldg.
Owens Building Account, Tom B., 205 Burt Bldg.

Office Equipment and Supplies

Askew Office Furniture Exchange, 310 N. Akard St.
Bennett Printing Co., Corsicana St. and Park Ave.
Bostitch Fastener Agency (Stapling Machines and Supplies) 2223 N. Peak St.
Butler Brothers, Ervay and Young Sts.
Clarke & Courts, 1506 Young St.
Do/More Seating Service (Chairs Only), Santa Fe Bldg., Unit No. 2
Dorsey Co., The, Commerce & Poydras Sts.
Hargreaves Printing Co., 1013 Main St.
International Distributing Co., 417 Santa Fe Bldg.
Martin Stationery Co., 914 Main St.
Miller Company, Vance K. (RW), 1916 Main St.
Mosler Safe Co., 1606 Magnolia Bldg.
Stewart Office Supply Co., 1521 Commerce St.
Wilhide-Speakman Equipment Co., Inc., 321 Construction Industries Bldg.
Yeagan Stationery Co., 306 Stewart Bldg.

Oil and Gas Burners—Automatic and Mechanical

King Gas Burner & Appliance Co. (M), 303 Burt Bldg.

Oil Companies

Ashby, B. H., 802-4 Marvin Bldg.
Atlantic Oil Producing Co., Magnolia Bldg.
Barron, J. F., 508 Stewart Bldg.
Bluebonnet Oil Refining Co. (Refiners), 1506 Magnolia Bldg.
California Co., The, Marvin Bldg.
Cities Service Oil Co., 3200 Hickory St.
Cranfill Brothers Oil Co., 202 Magnolia Bldg.
Cranfill Reynolds Co., Fidelity Union Bldg.
Cullinan, Frank (Republic Production Co.), 1509 First National Bank Bldg.
Fenway Oil & Gas Co., 1137 Athletic Club Bldg.
Gulf Refining Co., 2nd Ave. and Santa Fe Ry.
Half, Henry M. (Leases and Royalties), 731 Wilson Bldg.
Hapgood, K. N., 809 First National Bank Bldg.
Hart Petroleum Co., 211 Const. Indust. Bldg.
Humble Oil & Refining Co., 2001 S. Akard St.
Imperator Oil Corporation, 803-4 Praetorian Bldg.

Oil Companies—(Continued)

Specification Motoroil System of Dallas, Inc., 1319 Kirby Bldg.
Sun Oil Co., First National Bank Bldg.
Texas American Syndicate (Owner of Oil Lands), 200 North Texas Bldg.
Texas Pacific Coal & Oil Co., 2501 Harrison St.
Texas Company, The, 1000 Alma St.
Transcontinental Oil Co., 601 Third Ave.
Vacuum Oil Co., Mercantile Bldg.
Valvoline Oil Co. (Southwest Division), 511 Magnolia Bldg.

Oil Field Supplies

Chicago Bridge & Iron Works, 1415-17 Magnolia Bldg.
D. & B. Pump & Supply Co. (M) (Pumping Equipment), Maple Ave. Rd. (Box 1033)
Gibson Co., The J. J. (MA), 2016 Canton St.
Guiberson Corporation, The (M), Pennsylvania and Katy Ry. (P. O. Box 1106)
Kirk-Morrow Iron Works, The (FB), 2101 Magnolia Bldg.
Peden Iron & Steel Co., 718 Praetorian Bldg.
Sullivan Machinery Co. (FB), 822 Santa Fe Bldg.

Oil Well Machinery

Continental Gin Co. (M), 3310 Elm St.
Murray Co., The (M), Williams St. and Trunk Ry.

Oil Refineries

Oriental Oil Co., 1911½ Pacific Ave.
Simms Oil Co., Magnolia Bldg.
Texas Co., The, 1000 Alma St.
Transcontinental Oil Co., 601 Third Ave.

Oil Stoves

Perfection Stove Co. (FB), 825 Trunk Ave.

Oil Tanks and Pumps

Chicago Bridge & Iron Works, 1514-17 Magnolia Bldg.
Kirk-Morrow Iron Works, The, 2101 Magnolia Bldg.
Pittsburg-Des Moines Steel Co., 1217 Praetorian Bldg.
Wyatt Metal & Boiler Works, West Dallas Pike

Oil Well Tools

Guiberson Corporation, The (M), Pennsylvania Ave. and M. K. & T. Ry. (P. O. Box 1106)
Joiner, C. M., 709 Marvin Bldg.
Lucy Petroleum Co., 1405 Magnolia Bldg.
Magnolia Petroleum Co., Magnolia Bldg.
Marion Oil Co., J. F. (Royalties), 1213 Magnolia Bldg.
Marts, E. R., 507 Insurance Bldg.

Oil Well Tools—(Continued)

McDonald & Campbell, 610 First National Bank Bldg.
Moss & Urschel (Oil Lands and Oil Producers), 808 First National Bank Bldg.
Navarro Oil Operators, 712 Republic Bank Bldg.
Oriental Oil Co., 1911½ Pacific Ave.
Pacific Petroleum Co. (Marketer), 1506 Magnolia Bldg.
Penn, Robert R., 303 First National Bank Bldg.
Primrose Petroleum Co., Inc., 513 Central Bank Bldg.
Pure Oil Pipe Line Co. of Texas, 1504 Kirby Bldg.
Russell Oil Co., Inc., Latimer and Coombs Sts.
Shell Petroleum Corporation, 1020-40 Athletic Club Bldg.
Simms Oil Co., 10th Floor, Magnolia Bldg.
Sonneborn Brothers, 2111 Taylor St.
Southern Union Gas Co., 703 Browder St.

Oil and Gas Well Suplines

Continental Supply Co. (D), 1401 Magnolia Bldg.
Frick-Reid Supply Corporation, 2117 Magnolia Bldg.
Regan Sales Co., 501-2 Marvin Bldg.
Standard Pipe & Supply Co., 3217 Main St.

Oils and Greases

Gibson Co., The J. J. (MA), 2016 Canton St.
Gulf Refining Co. (W), Second Ave. and Santa Fe Ry.
Hollingshead Co., The R. M. (FB), 705 Marvin Bldg.
Russell Oil Co., Inc. (W), Latimer and Coombs Sts.
Sonneborn Brothers (W), 2111 Taylor St.
Specialty Oil Co., 1506 Magnolia Bldg.
Texas Pacific Coal & Oil Co. (W), 2501 Harrison St.
Vacuum Oil Co. (FB), Mercantile Bldg.

Optical Supplies—Wholesale

American Optical Co., 211 Santa Fe Bldg.
Associated Optical Co. (W-M), 424 Santa Fe Bldg.

Opticians

Everts Co., Arthur A., 1114 Main St.
Linz Brothers, Main and Martin Sts.
Pike & Kramer, 1001 Republic Bank Bldg.
Taber's, Inc., 1512 Main St.
Thompson & Swanson, 1603 Main St.

Optometrists

Everts Co., Arthur A. (R), Main and Murphy Sts.
Nemith Optical Co., Robert, 1609-A Elm St.

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DESKS

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310 N. AKARD

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Ornamental Iron

Metal Products Co., 406 Lins Bldg.
Potter Art Iron Studios, 2927 N. Henderson Ave.
Sedwick & Co., W. A., 401 Construction Industries Bldg.
Southern Ornamental Iron Works (M), Arlington, Texas
Weaver Ornamental Iron Works (M), 1807 Carter St.

Osteopaths

Scothorn & Schalck, Drs., 1027 Santa Fe Bldg.

Outing Equipment

Carroll's Outing Equipment (R), 208 N. Akard St.
Cullum & Boren Co. (WR), 1509 Elm St.
Texas Quick-Lite Co. (W) (Camp Stoves), 409 N. Akard St.

Oxygen

Wade, P. D., Linde Air Products Co. (M-FB), 2626 Commerce St.

Packing House Products

Armour & Co. (FB), Santa Fe Bldg., Unit 3, 1118 Wood St.
Armstrong Packing Co. (M), Alma St.
Cook & Brown, 5003 Holmes St. Rd.
Dallas Animal By-Products Co., 5003 Holmes St. Rd.
Decker & Sons Sales Co., Jacob E. (FB), 2227 Griffin St.
Hormel & Co. of Texas, George A. (FB), 2205 N. Lamar St.
Packing House Markets Co., Inc. (W), 900 S. Harwood St.
Swift & Co. (FB), 217 N. Akard St.
Thrift Packing Co., 510 S. Pacific Ave.
Wilson & Co. (FB), 1st Floor, Unit 3, Santa Fe Bldg.
Wright & Patterson, Inc., 5003 Holmes St.

Paints, Oils and Varnishes

Acme White Lead & Color Works (FB), 4044 Commerce St.
American Paint & Supply Co. (M), Central and Haskell Ave.
Booth Lumber & Loan Co., 816 S. Haskell Ave.
Butler Brothers, Ervay and Young Sts.
Cook Paint & Varnish Co. (FB), 1019 Elm St.
Dallas Paint & Paste Co. (R), 1410 Ross Ave.
DeForest Co., T. S. (W-M), 2401-11 K St.
Diamond Paint & Wall Paper Co. (W), 1001-7 Ross Ave.
Federal Glass & Paint Co. (FB), 2001 N. Lamar St.
Fink, Sam A. (R), 2603 Elm St.
Great Western Paint Mfg. Co., 412 N. St. Paul St.
Industrial Paint & Varnish Co. (M), Maple Ave. (P. O. Box 1033)
Kuhn Paint Stores (R), 1903 Bryan St.
Lyne & Glass (R), 2414 Elm St.
McEverlast, Inc. (Paint Manufacturers), 1234 Athletic Club Bldg.
Nu-Enamel Paint Co., 1368 N. Zanga Blvd. (P. O. Box 491)
Peaslee-Gaultbert Corporation (FB), 2404 Logan St.
Pittsburgh Plate Glass Co. (FB), Santa Fe Terminal Bldg., Unit 2, Jackson and Kendall Sts.
Rich Brothers (WR), 1918-20 N. Haskell Ave.
Sewall Paint & Glass Co. (M), 1300 River St.
Sherwin-Williams Co., The (FB), 1627 Wall St.

Paper Mills

Oak Cliff Paper Mills (John G. Fleming & Sons), Better Circle, Oak Cliff

Paper and Paper Products—Wholesale

Equality Paper Box Co., 1609 Hughes Circle
Exline-Lowdon Co. (MW), 1818 S. Ervay St.
Graham Paper Co. (FB), corner Laws, Broom and Griffin Sts.
Olmsted-Kirk Co. (W), 1033 Young St.
Palmer & Co. (Ltd.), E. C. (FB), 421 Lacy St.
Pollock Paper & Box Co. (MW), 2236 S. Lamar St.
Southwestern Paper Co. (W), 1315 Pacific Ave.
Texas Paper Co. (MW), 1200 Patterson Ave.

Paper Stock

Kaplan, A. A., Repr. American Paper Stock Co., 916 S. Pearl St.

Paste

American Crayon Co. (MA) (Chalks, Crayons, Water Colors, Pencils, Toys, Paste, Modeling Materials, Show Card Colors, Art Materials), 1910 Santa Fe Bldg.
Dallas Paint & Paste Co. (R), 1410 Ross Ave.

Hanway & Williams

JAS. L. HANWAY

Insurance in all its Branches

203 Central Bank Bldg.

Phone 2-3822

Patents

Associated Factories Corporation, 810 Marvin Bldg.
Schley, Jack A., 918 Allen Bldg.
Wood, Ernest A., 1012 Santa Fe Bldg.

Paving Contractors

Cannady Co. of Texas, H. L., 1908 Santa Fe Bldg.
Central Bitulithic Co., 1015 Praetorian Bldg.
Estep & Co., R. J., 903 Praetorian Bldg.
Fuller Construction Co., 1206 Republic Bank Bldg.
Smith Brothers, Inc., 1201 Santa Fe Bldg.
Southern Paving Co., 3101 Flynn St. (Box 2514)
Texas Bitulithic Co., 1015 Praetorian Bldg.
Uvalde Paving Co., 921 Santa Fe Bldg.

Pawn Brokers

Klar, Herman, Klar & Winterman, 2310 Elm St.
Winterman, Jacob, Klar & Winterman, 2310 Elm St.

Pencils—Wholesale

American Crayon Co. (Chalks, Crayons, Water Colors, Paste, Toys, Modeling Materials, Show Card Colors, Art Materials), 1910 Santa Fe Bldg.

Phonographs

Brunswick-Balke-Collender Co. (FB), 811 Elm St.
Butler Brothers (W), Ervay and Young Sts.
Columbia Phonograph Co. (FB), 2000 N. Lamar St.
Edison Distributing Corporation (J), 500 Elm St.
Edison Shop (R), 1018 Elm St.
National Sales Co. (Coin Collecting), (W), 313 S. Pearl St.
Polk, Inc., James K., 1315 Young St.
Southwestern Victor Distributing Co. (W), 912 Commerce St.
Watkin Co., Inc., Will A. (R), 1207 Elm St.
Whittle Music Co., D. L. (Phonograph Records), (R) 1213 Elm St.

Phonograph Records

Edison Distributing Corporation (J), 500 Elm St.
Brunswick-Balke-Collender Co. (FB), 811 Elm St.
Polk, Inc., James K., 1315 Young St.
Southwestern Victor Distributing Co. (W), 912 Commerce St.
Stolte Co., The (W), 301-7 N. Market St.

Photographers

Browne & Browne, 1312½ Elm St.
Fellers Studio, 1026½ Elm St.
Montgomery's Studio, 1502½ Elm St.
Van Holsbeke Studios, 4516 Live Oak St.

Photographers—Commercial

Fairchild Aerial Surveys, Inc. (Aerial), 2100 N. Harwood St.
Fellers Studio, 1026½ Elm St.
Higginbotham Photo Advertising Co., 1003 Camp St.
McAfee, G. A., 5430 Terry St.
McAnally, Charles C., 1713½ Live Oak St.
Raymond Studio, 2108 McKinney Ave.
Rogers, Frank, 712 Elm St.

Photographic Supplies

Master Manufacturing Co., 4516 Live Oak St.
Pittman & Brother, G. H. (W), 1504 Young St.

Photostat Prints

Dallas Blue Print Co., 1505½ Commerce St.
Johnson, John J., 1912 N. St. Paul St.

Physicians and Surgeons

Bailey, Dr. Cornelius Oliver (Radiology), 4515 Highland Drive
Black, Dr. J. H., Medical Arts Bldg.
Blount, Dr. E. A., 802-4 Medical Arts Bldg.
Calhoun, Dr. Thomas J. (Dermatologist), 932 Medical Arts Bldg.
Campbell, Dr. Peyton L., 415 Wilson Bldg.
Carrell-Driver-Girard Clinic, The, 3701 Maple Ave.
Carter, Dr. David W., Jr., 1121 Medical Arts Bldg.
Cary, Dr. E. H., Medical Arts Bldg.
Crow, Dr. W. E., 322 Wilson Bldg.
Dallas Medical & Surgical Clinic, 4105 Live Oak St.
Downs, Dr. James T., 612 Southwestern Life Bldg.
Dunlap, Dr. Elbert, 610 Medical Arts Bldg.
Fowler, Dr. E. M., 1805 Medical Arts Bldg.
Gilbert & Gilbert, Drs., 1220 Medical Arts Bldg.
Giles, Dr. Robert B., 1710-11 Medical Arts Bldg.
Grigsby, Dr. C. M., Medical Arts Bldg.
Hannah & Massey, Drs., 714 Medical Arts Bldg.
Herrin, Dr. W. E., 5527 Columbia Ave.
Jones & Jones, Drs., 3116 Live Oak St.
Knowles, Dr. W. Mood, 515 Medical Arts Bldg.
Levy, Dr. Harry R., 1123 Medical Arts Bldg.
Marchman, Dr. O. M. (Eye, Ear, Nose and Throat), 814 Medical Arts Bldg.
Martin & Martin, Drs., Medical Arts Bldg.
McBride & McBride, Drs., Medical Arts Bldg.
McLaurin & McLaurin, Drs. (Eye, Ear, Nose and Throat), 1322 Medical Arts Bldg.
McKeynolds, Seay & Newton, Drs., Mercantile Bldg.
Moore, Dr. H. Leslie, 630 Medical Arts Bldg.
Norris, Dr. Jno. B., 222 Lins Bldg.

Physicians and Surgeons—(Continued)

Rosser & Rosser, Drs., 710 Medical Arts Bldg.
Smuell Clinic, The, Medical Arts Bldg.
Schwenkenberg, Dr. Arthur J. (Nervous and Mental Diseases), 932 Medical Arts Bldg.
Shelmire & Shelmire, Drs. (Dermatologists), Medical Arts Bldg.
Southwest Clinic, The, 16th Floor, Medical Arts Bldg.
Spann, Dr. R. L., 4507 Gaston Ave.
Stone, Dr. M. P., Medical Arts Bldg.
Terrill, Dr. James J., 714 Medical Arts Bldg.
Thaxton Dr. Gerald B., 2400 San Jacinto St.
Walcott & Rouse, Drs. (Stomach and Intestinal Diseases), Medical Arts Bldg.
Wells, Dr. J. T., 613 Southwestern Life Bldg.
White, Edward, M. D., Medical Arts Bldg.
Yancey, Dr. R. S., 905-7 Medical Arts Bldg.

Pianos and Organs

Baldwin Piano Co. (FB), 1017 Elm St.
Mays & Co., Brook, 1005 Elm St.
Watkin Co., Inc., The Will A., 1207 Elm St.
Whittle Music Co., D. L., 1213 Elm St.

Pickles and Condiments

Roter Pickle & Canning Co., 2834 Medill St.

Picture Moldings and Frames

Pittman & Brother, G. H. (W), 1504 Young St.

Pig Stands

Pig Stands Co., Inc., 3716 Maple Ave.

Pipe and Boiler Covering

Rogers Asbestos Co. (W), 947-51 S. Lamar St.

Pipe and Fittings

American Cast Iron Pipe Co. (FB), 1317-18 Praetorian Bldg.
Central Foundry Co. (Cast Iron Pipe and Castings), 515 Praetorian Bldg.
Chase Brass & Copper Co. (FB) (Brass and Copper) (Copper, Brass and German Silver Tubing), 719 First National Bank Bldg.
Pittsburg-Des Moines Steel Co. (Riveted Steel Pipe), 1217-18 Praetorian Bldg.
Southern Plow Co., The (W), 608 Elm St.
Standard Pipe & Supply Co., 3217 Main St.
United States Cast Iron Pipe & Foundry Co. (FB), 617 Magnolia Bldg.
Western Metal Manufacturing Co., 831 Fourth St.

Pipe Organs

Estey Organ Co., 4502 Columbia Ave.
Watkin Co., Inc., Will A., 1207 Elm St.
Whittle Music Co., D. L., 1213 Elm St.

Pipe—Sewer

Lock Joint Pipe Co. (M), 711 Construction Industries Bldg.

Planing Mills

Blessing & Fuller Co., 5013 Miller Ave.
Buell Lumber & Manufacturing Co., N. Hawkins and Central Ave.
Clem Planing Mill Co. (Factory), 2500 Live Oak St.
Huttig Sash & Door Co. of Texas, 304 N. Crowder St.
Shiels Planing Mill Co., Elliot (M), 4007 East Side Ave.

Plasterers

Blue Diamond Co. of Texas (M), 2422 Myrtle St.
Williamson-Greer, Inc., 810 Dallas National Bank Bldg.

Plumbers and Plumbing Fixtures

Burch Plumbing Co., 724 N. Ervay St.
Dallas Plumbing Co., Inc., 2425 McKinney Ave.
Hodge, Robert, 410 W. Davis St.
Johnson, Plumbing, A. S., 1632 Bryan St.
Levy Plumbing Co., 2107 N. Harwood St.
Martyn Brothers, 911 Camp St.

Plumbing and Heating Supplies—

Wholesale

Chase Brass & Copper Co. (FB), 719 First National Bank Bldg.
Crane Co., 814 Young St.
Mueller Co., 901 McKinney Ave.
Nelson Manufacturing Co., N. O. (FB), 915 McKinney Ave.
Southland Supply Co., Inc., 2400 S. Harwood St.
Standard Sanitary Manufacturing Co. (FB), 1200 Jackson St.
Wolff Co. (FB), 3214 Main St.

Port Bureaus

Houston Port Bureau (Repr. The Port of Houston), 1113 Cotton Exchange Bldg.

Pottery and Glass Ware

Butler Brothers (W), Young and Ervay Sts.
Kline, Fred (MA), 718 Santa Fe Bldg.

Poultry and Eggs

Ablon & Sons, Ben, 1000 Camp St.
Kadane-Brown, Inc. (W), 2116 Canton St.
Titman Egg Corporation (W), 1301 Broom St.

Premium Goods

Southern Doll & Candy Manufacturing Co., 4101 Commerce St.

Press Clipping Bureau

Texas Press Clipping Bureau, Insurance Bldg.

Printers

Barnard Stationery Co., George D. (FB), Commerce and Poydras Sts., 3rd Floor.
Bennett Printing Co., Corsicana St. and Park Ave.
Boyd Printing Co., 1323 Wood St.
Bradfield Brothers Printing Co., 1305 Elm St.
Bradford Printing Co., Inc., Southland Hotel
Cockrell, Clyde C., 613-A Main St.
Colville & Son, J. M., 1725 N. St. Paul St.
Dallas Show Print, 1013 Elm St.
Direct Advertising & Printing Co., 210 S. St. Paul St.
Dorsey Co., The, Commerce and Poydras Sts.
Egan Printing Co., 912 Ross Ave.
Etheridge Printing Co., Orange and Collin Sts.
Exline-Lowdon Co., 1818 S. Ervay St.
Geyer Printing Co., 1716-18 N. Akard St.
Harben-Spotts Co., 411 Southwestern Life Bldg.
Hargreaves Printing Co., 1013 Main St.
Johnston Printing & Advertising Co., 1901 McKinney Ave.
Martin Stationery Co., 914 Main St.
McCraw Printing Co., John B., 1001 Young St. (P. O. Box 647)
Padgett-McIntyre Co., Inc., 2019 Bryan St.
Southwest Printing Co., 917 Camp St.
Southwest Tablet Manufacturing Co., 2301 Cleveland St.
Stellmacher & Clark, 2715 Elm St.
Storm Printing Co., 1316 Young St.
Texas Publication House, Inc., 2500 McKinney Ave.
Tigert Printing Co., 2112½ Jackson St.
Walker Brothers & Kenyon, Inc., Canton, Park and Marilla Sts.
Walraven Brothers, 1507 Caruth St.
Warlick Law Printing Co. (Law Briefs), 1715½ Wood St.
Wilson Printing Co., 114 S. Poydras St.
Womack Brothers, 405 N. Ervay St.
Yeagan Stationery Co., 306 Stewart Bldg.

Printing Inks

Bingham's Son Manufacturing Co., Samuel, representing Miller-Cooper Ink Co. (FB), 1308 Patterson Ave.
Palmer & Co., Ltd., E. C. (FB), 421 Lacy St.
Sinclair & Valentine Co., 2807 Elm St.
Texas Printing Ink Co., 1414 Federal St.

Printers' Rollers

Bingham's Son Manufacturing Co., Samuel (FB), 1308 Patterson Ave.
Palmer & Co., Ltd., E. C. (FB), 421 Lacy St.

Printers' Supplies

American Type Founders Co., 1102 Commerce St.
Bingham's Son Manufacturing Co., Samuel, 1308 Patterson Ave.

Produce and Fruits

Ablon & Sons, Ben, 1000 Camp St.
Barth & Webberman, 2028 Cadiz St.
Butler, Inc., W. W. (D.), Santa Fe Bldg., Unit 3
Keith Co., Ben E., 901 S. Pearl St.
Mann, Carl (Broker), 207 Central Bank Bldg. (P. O. Box 488)

Public Utilities

Central & Southwest Utilities Co., 1100 Allen Bldg.
Central West Public Service Co., 4008 Commerce St.
Dallas Gas Co., The, 2016 Jackson St.
Dallas Power & Light Co., Interurban Bldg.
Dallas Railway & Terminal Co., Interurban Bldg.
Lone Star Gas Co., Harwood and Wood Sts.
Municipal Gas Co. (M), 602 Lone Star Gas Bldg.
Southwestern Bell Telephone Co., Telephone Bldg.
Texas Cities Gas Co., 1915 Wood St.
Texas Power & Light Co., Interurban Bldg.

Publishers

American Book Co. (School and College Texts) (FB), 1319-21 Young St.
Baptist Book Store, 1019 Main St.
Baptist Standard Publishing Co., 701 Burt Bldg.
Belo Corporation, A. H., 801 Commerce St.
Blaylock Publishing Co., 1804 Jackson St.
Cokesbury Press, Agents, Publishing House M. E. Church, South, 1308 Commerce St.
Dallas Dispatch Co., 1510 Federal St.
Fairchild Publications, 405 Santa Fe Bldg.
Ginner & Miller Publishing Co., 3118 Commerce St.
Grollier Society, The (The Book of Knowledge), 507-8 Mercantile Bldg.
Harben-Spotts Co., 411 Southwestern Life Bldg.
Heath & Co., D. C. (Textbooks), 1911 Bryan St.
Jewish Monitor, The, 327 Slaughter Bldg.
La Tribuna Italiana, 1001½ S. Harwood St.
MacMillan Co., The (J. Henry Phillips, Mgr.), 1701 Ross Ave.
Progressive Farmer, The, 413 Slaughter Bldg.
Southern Pharmaceutical Journal, 1111 Santa Fe Bldg.
Southern Publishing Co., 6th Floor, Santa Fe Bldg., Unit No. 4
Southwestern Retailer, 8th Floor, Wholesale Merchants Bldg.

Publishers—(Continued)

Texas Farm & Ranch Publishing Co., Main and Race Sts.
Texas Publication House, Inc., 2500 McKinney Ave.
Times Herald Printing Co., Inc., Herald Square
Walraven Brothers, 1507 Caruth St.
Western Newspaper Union, 606 S. Akard St.
Who's Who Publishing Co., 1207 Santa Fe Bldg.
Worley Directory Co., John F. (Publisher of City Directories), 905 Main St.

Putty

Cook Paint & Varnish Co., 1019 Elm St.

Radio Equipment—Retail

Cullum & Boren Co., 1509 Elm St.
Edison Shop, 1018 Elm St.
Garitty & Shields, 1103 Main St.
Huey & Philp Hardware Co., 1029 Elm St.
Sanger Brothers, Main and Lamar Sts.
Penniman, Inc., 3921 Gaston Ave.
Watkin Co., Inc., Will A., 1207 Elm St.
Whittle Music Co., D. L., 1213 Elm St.

Radio Equipment—Wholesale

Beach-Wittmann Co., 2210 Live Oak St.
Cunningham, Inc., E. T., 2200 Griffin St.
Edison Distributing Corporation (J), 500 Elm St.
Folsom Co., The, 212 N. Austin St.
General Electric Co., 1801 N. Lamar St.
General Electric Supply Corporation, 1801 N. Lamar St.
General Motors Radio Corporation, 2816 Commerce St.
National Sales Co. (Coin Collecting Radios), 313 S. Pearl St.
Padgett Brothers Co., 1020 Commerce St.
Polk, Inc., James K., 1315 Young St.
Radio Corporation of America (FB), 1505-9 Santa Fe Bldg.
Radio Equipment Co. of Texas, 939 S. Lamar St.
Smith Co., Harrison, 2123 Commerce St.
Smith, Royal (MA), 912 Commerce St.
Southwestern Victor Distributing Co., 912 Commerce St.
Stewart-Warner Sales Co., 2122 Jackson St.
Texas Radio Sales Co., Inc., 2120 Jackson St.
Westinghouse Electric Supply Co., 409-11 Browder St.

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Allen, Harvey, General Freight Agent, Missouri-Kansas-Texas Lines, Katy Bldg.
American Railway Association, 1413 Santa Fe Bldg.
Angell, George R., Division Freight Agent, Chicago, Rock Island & Gulf Railway, 118 Field St.
Bledsoe, J. E., Division Passenger Agent, Southern Pacific Lines, 1313 Commerce St.
Bouchard, L. C., General Freight and Passenger Agent, Southern Pacific Lines, 1313 Commerce St.
Briggs, W. E., Assistant Industrial Commissioner, Southern Pacific Lines, 1313 Commerce St.
Brown, C. M., General Agent Freight Department, Wabash Railway Co., 1207 Kirby Bldg.
Buckner, Murrell L., Vice-President and General Manager, Union Terminal Co., Union Terminal Station C., B. & Q. Railroad, 701 Kirby Bldg.
Chicago & North Western Railway (F. P. Eymann, Jr., General Agent), 202 Southwestern Life Bldg.
Cox, W. L., Terminal Trainmaster, Southern Pacific Lines, 2300 Canton St.
Crush, W. G., Passenger Traffic Manager, Missouri-Kansas-Texas Lines, Katy Bldg.

Dallas Railway & Terminal Co., Interurban Bldg.
Daniels, Randolph, Assistant General Passenger Agent, Missouri-Kansas-Texas Lines, Katy Bldg.
Dougherty, G. H., General Agent, The Kansas City Southern Railway, 609 Mercantile Bldg.
Eric Railroad (T. J. Martin, General Agent), 615 Thomas Bldg.
Fewell, M. R., General Passenger Agent, Texas Electric Railway Co., 601 Young St.
Fort Worth & Denver City Railway Co., 1505-6 Kirby Bldg.
Garvin, J. F., Freight Traffic Manager, Missouri-Kansas-Texas Lines, St. Louis, Missouri
Greene, E. D., Agent, Southern Pacific Lines, 2300 Canton St.
Griffin, James P., Vice-President, Texas Electric Railway, 704 Interurban Bldg.
Hollimon, B. S., Superintendent, Dallas Division, Southern Pacific Lines, Ennis, Texas
Hosmer, C., General Agent, Missouri-Kansas-Texas Lines, Katy Bldg.
Illinois Central Railway, 904 Kirby Bldg.
Knox, W. Frank, Receiver, Gulf, Texas & Western Railway, 1215 Praetorian Bldg.
Lancaster, J. L., President, The Texas & Pacific Railway, 902 T. & P. Bldg.

McGee, H. E., Vice-President and General Manager, Missouri-Kansas-Texas Lines, Katy Bldg.
McKay, F. B., Assistant General Freight Agent, Southern Pacific Lines, 1313 Commerce St.
Micksch, H. J., Superintendent, Beaumont Division, Southern Pacific Lines, Houston, Texas
Missouri Pacific Railroad Company, 1608 Kirby Bldg.
Mitchell, Elmer, General Agent, St. Louis-San Francisco & Texas Railway Co. (Frisco Lines), 1009 Southwestern Life Bldg.
Mockbee, J. R., Assistant General Freight & Passenger Agent, St. Louis Southwestern Railway Lines, 808 1/2 Commerce St.
Nelson, LaRue, General Agent, Gulf Coast Lines International & Great Northern Railroad, 1209 Cotton Exchange Bldg.
New York Central Lines, 1008 Southwestern Life Bldg.
Northern Texas Traction Co., 400 Main St., Fort Worth, Texas
Nourse, George B., District Superintendent, Western Weighing & Inspection Bureau, 6th Floor, Santa Fe Bldg.
Payne, J. B., Vice-President, Traffic, The Texas & Pacific Railway Co., T. & P. Bldg.
Peeler, T. L., Industrial Commissioner, Missouri-Kansas-Texas Lines, Katy Bldg.
Pennsylvania Railroad, 1311-12 Southwestern Life Bldg.
Rankin, N. L., General Agent, The Texas & Pacific Railway Co., 1408 Main St.
Riley, C. S., Division Freight Agent, Gulf, Colorado & Santa Fe Railway Co., 1116 Commerce St.
Smith, H. G., Division Freight Agent, Missouri-Kansas-Texas Lines, 1208 Republic Bank Bldg.
Somerville, J. A., Vice-President, Operation, The Texas & Pacific Railway Co., T. & P. Bldg.
Spragins, H. H., Assistant Industrial Commissioner, St. Louis Southwestern Railway Lines, 808 1/2 Commerce St.
Stebbins, F. G., District Freight Representative, The Baltimore & Ohio Railroad Co., 707 Southwestern Life Bldg.
Universal Carloading & Distributing Co. (Consolidated Car Forwarders), 2300 Canton St.
Wabash Railway Co., 1207 Kirby Bldg.
Wichita Falls & Southern Railroad Co., 1309 Republic Bank Bldg.
Wilcox, C. P., District Passenger Agent, Wabash Railway Co., 1207 Kirby Bldg.
Winslow, E. D., Assistant to Vice-President and General Manager, Missouri-Kansas-Texas Lines, Katy Bldg.

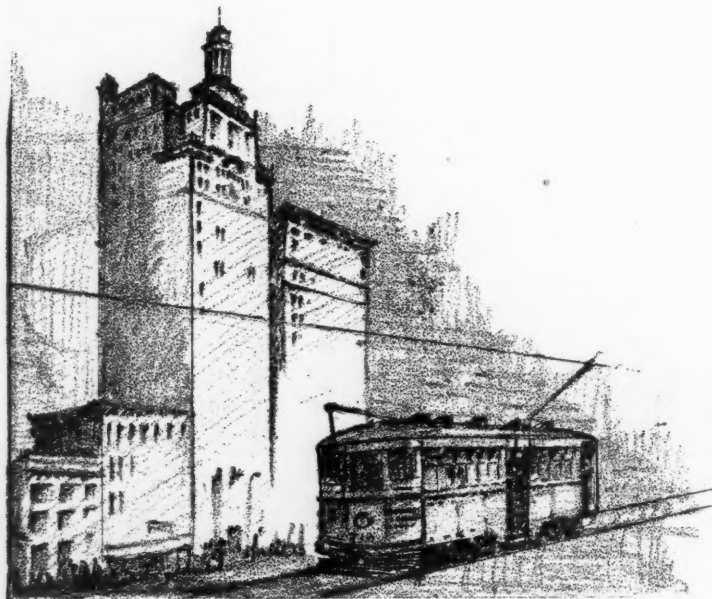
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Potosi Tie & Lumber Co. (Treated and Untreated Ties, Poles, Etc.), 1201 Allen Bldg.
Southern Supply Co., The (W), 209 N. Jefferson Ave.

Railway Water Treating Plants

Pittsburg-Des Moines Steel Co., 1217-18 Praetorian Bldg.

Real Estate

Arrington, P. B., 4414 Westway
Baker Farm Agency, 1414 First National Bank Bldg.
Baker, M. N., 1211 Elm St.
Bishop & Co., A. W., Andrews Bldg.
Bolanz & Bolanz, 111 Field St.
Browne, Clayton D., 402-3 Praetorian Bldg.
Burgher & Co., Ballard, 1105-6 Dallas National Bank Bldg.
Cary-Schneider Investment Co., 312 Medical Arts Bldg.
Commercial Trust Co., 613 Central Bank Bldg.
Cranfill, Dr. J. B., 630 Wilson Bldg.
Cullum & Harris, Southwestern Life Bldg.
Dallas Housing Co., 401 Magnolia Bldg.
DeLoache, Ira P., 1017-18 Fidelity Union Bldg.
Dines & Kraft, 6860 Lakewood Blvd.
Drane & Stephenson (Sub-Dividers), 1209 Main St.
Durham & Co., J. S. (Rentals), 1007 Main St.
Farry & Co., Nelson A., 1720 Commerce St.
Fidelity Realty Corporation, The, 5187 Maple Ave. Rd.
Fisher & Fisher, Magnolia Bldg.
Flippin-Prather Realty Co., 4600 Preston Rd.
Freeman-Lindsley Investment Co., Inc., 716 Kirby Bldg.
Galloway & Co., C. C. (Rentals), 1813 Main St.
Gamble Co., R. H., 1601-2 Kirby Bldg.
Gillespie & Gillespie, 505 Praetorian Bldg.
Graham & Son, W. Wilson, 1005 Republic Bank Bldg.
Halff, Henry M., 731 Wilson Bldg.
Hancock Brothers (Business Property), 1427 Kirby Bldg.
Hanway & Williams, 203 Central Bank Bldg.
Howell & Co., J. C., Southwestern Life Bldg.
Irwin Co., D. L., 501 Stewart Bldg.
Jackson, C. Gordon, 905 Kirby Bldg.
Jester & Co., Frank G., 1001 Southwestern Life Bldg.
Jester, Leven, 1324 Kirby Bldg.
Jones & Calvert Real Estate Co., 2324 Brooklyn St.
Joyce & Alexander, 1501 Dallas National Bank Bldg.
Kain, W. J., 1014 Mercantile Bldg.
Kalloch & Kalloch, 1304 Republic Bank Bldg.
Lancaster Realty Co., 811-13 Praetorian Bldg.

Real Estate—(Continued)

Lindley & Co., J. W., 1209 Main St.
Lloyd, A. T., 1302 Kirby Bldg.
Lone Star Realty Co. of Texas, 824 Wilson Bldg.
Love Field Co. (Industrial Property), Liberty State Bank
Maher, E. N., Realtor, 718 Slaughter Bldg.
Maillet & Stewart, 601 Kirby Bldg.
Major, B. H., Realtor, 617 First National Bank Bldg.
Mayer, Dudley B., 1317 Magnolia Bldg.
McNeny & McNeny, 1326-29 Athletic Club Bldg.
Miller, Henry S., 409 Southland Life Bldg.
Miller, Lawrence, 1107 Praetorian Bldg.
Mitchell & Co., Ellis, 305 Dallas National Bank Bldg.
Mittenthal, N. E., 1006 Kirby Bldg.
Moore, W. McCarty, 707 Dallas National Bank Bldg.
Moroney, James M., 4330 Bordeaux Ave.
Moser & Loughborough, 111 Martin St.
Murphy-Bolanx Co., Commerce and Field Sts.
Murphy & Co., Pat., 1509 Commerce St.
Parks Investment Co., 1013 Kirby Bldg.
Pearson Country Club Estate, W. F., 1404 Republic Bank Bldg.
Peterson Co., I. L., 1614 Republic Bank Bldg.
Realty Development Corporation (Owners and Developers of the Restland Memorial Grounds), 1012 Fidelity Union Bldg.
Realty Trust Co., 1202-8 Praetorian Bldg.
Reilly Real Estate & Insurance Co., William, Reilly Bldg.
Rucker & Co., J. B., 1813 Main St.
Russell Realty Co., 113 Martin St.
Seay-Cranfill Co., 724 Fidelity Union Bldg.
Smith, Harry M., 503 Linz Bldg.
Southern Trust & Mortgage Co., 314 Linz Bldg.
Southwestern Land Co. (Colonization), 221 Jefferson Hotel
Southwestern Land & Loan Co., 401 Republic Bank Bldg.
Stein, Justin (Farms and Ranches), 309-10 Linz Bldg.
Terry Co., James N., 1605 Magnolia Bldg.
Terry Brothers, 1649 Pacific Ave.
Turner, J. Elmer, 1021 Commerce St.
Waldrop Mortgage Co., 1404 First National Bank Bldg.
Turner Co., Inc., Chas. E., 405-6 Praetorian Bldg.
Webster & Osbourne, 413 Praetorian Bldg.
Williams & Co., Morris J. (Sub-Dividers), 1808 Main St.
Works, George W., 1205-6 Dallas National Bank Bldg.
Yonack Brothers, 405 Central Bank Bldg.

Refinery Equipment

Chicago Bridge & Iron Works, 1514-17 Magnolia Bldg.
Foster Wheeler Corporation, 2001 Republic Bank Bldg.
Kirk-Morrow Iron Works, The, 2101 Magnolia Bldg.
Pittsburg-Des Moines Steel Co., 1217 Praetorian Bldg.
Refinery Castings Corporation (M), First St. and West Commerce (P. O. Box 2221)
Refinery Supply Co. (J) (Laboratory Supplies), 3404 Main St.
Wyatt Metal & Boiler Works, West Dallas Pike

Refrigeration—Electric

Bracken-Hughes Co., 2427 Commerce St.
Rogers Co., A. C., 418 N. St. Paul St.
Southwest Zerozone Co., 3201 Worth St.

Refrigerators and Refrigeration Equipment

Butler Brothers, Young and Ervay Sts.
Enterprise Butchers' Supply Co., 612 Elm St.
Friedrich, Ed., 2012 Commerce St.
Ice Plant Supply Co., 1235 Allen Bldg.
Kirk-Morrow Iron Works, The, 2101 Magnolia Bldg.
York Ice Machinery Corporation, 2225 S. Lamar St.

Refrigerating Machinery

Kirk-Morrow Iron Works, The, 2101 Magnolia Bldg.
York Ice Machinery Corporation, 2225 S. Lamar St.

Registers Autographic

Bright, J. D., Box 1104
Texas Paper Co., 1200 Patterson Ave.

Restaurants and Cafes

Cafe Atkins, 1411 Commerce St.
Dutton's Cafeteria, 1505-7 Elm St.
El Fenix Cafe, 1608 McKinney Ave.
Exchange Cafe, 1706 Patterson Ave.
Golden Pheasant Restaurant, 1507 Commerce St.
Gradwohl's, 1209 Commerce St.
Highland Park Cafeteria, 3212 Knox St.
Jefferson Cafe, 312 S. Houston St.
Luby's New England Cafeteria, 205 Browder St.
Pig Stands Co., Inc. (Pig Stands), 3716 Maple Ave.
Stevens Sandwich Shop, 1512 Main St.
Union News Co., Union Terminal Bldg.
Webb Waffle House, 110 S. Murphy St.
West End Cafe, 603 Main St.

Restaurant Equipment

Hill & Co., B. F., 1709-11 Young St.
Huey & Philp Hardware Co., 1029 Elm St.
Vitrolite Construction Co., 3205 Commerce St.

Restaurant and Hotel Supplies

Dennerly, Inc., Charles, 2824 Williams St.

Road Builders

Dexter Construction Co., Love Field
Eproson & Co., 1212 Allen Bldg.
Smith Brothers, Inc., 1201 Santa Fe Bldg.

Road Machinery

Austin-Western Road Machine Co. (FB), 1306 S. Lamar St.
Bartholow Co., J. W. (MA), 1221 S. Lamar St.
Lone Star Road Machinery Co., Inc., 2003 S. Akard St.
Texas Road Machinery Co., 1700 Cockrell St.

Roofing

Burnett Roofing Co. (Slate), 3202 McKinney Ave.
Chase Brass & Copper Co. (FB), 719 First National Bank Bldg.
Dallas Roofing Co., 3900 Pacific Ave.
Huttig Sash & Door Co. of Texas (M), 304 N. Crowds St.
Monarch Roofing Co., Inc., 601 Exposition Ave.
New Process Roofing & Supply (M), 802 Cadiz St.
Rogers Asbestos Co., 947-51 S. Lamar St.

Rubber Goods

Butler Brothers (W), Ervay and Young Sts.

Rubber Stamps

Acme Rubber Stamp Co., 1608½ Main St.
Glover Rubber Stamp Co. (M), 901½ Elm St.
Lake & Co., Inc., Fred L. (M), 1015 Elm St.
Sieber Rubber Stamp Manufacturing Co. (M), 1001½ Main St.

Rug Renovators

Oriental Rug & Carpet Cleaning Co., 3907 Ross Ave.
Superior Rug & Carpet Cleaning Co., 2814 Hall St.

Rugs and Linoleums

Bigelow-Sanford Carpet Co., Inc., 1404 Dallas National Bank Bldg.
Butler Brothers (W), Ervay and Young Sts.
Congoleum-Nairn, Inc. (FB), 1209-10 Southwestern Life Bldg.
Oriental Rug & Carpet Cleaning Co. (RM), 3907 Ross Ave.
Peck & Hills Furniture Co. (W), 2300 S. Harwood St.
Volker & Co., William (FB), Santa Fe Bldg, Unit 3
Wheat & Co., C. W. (MA), Santa Fe Bldg.

Safes, Cabinets and Vaults

Askew Office Furniture Exchange, 310 N. Akard St.
Bennett Printing Co., Corsicana St. and Park Ave.
Clarke & Courts, 1506 Young St.
Dorsey Co., The, Commerce and Poydras Sts.
Hargreaves Printing Co., 1013 Main St.
Mosler Safe Co., 1606 Magnolia Bldg.
Ott, Charles, 1007 Elm St.
Remington Rand Business Service, Inc., 1603 Commerce St.
Stewart Office Supply Co., 1521 Commerce St.

Sales Books

Bright, J. D., Box 1104
Texas Paper Co., 1200 Patterson Ave.

Salt

Morton Salt Co. (W), 1008 First National Bank Bldg.

Salvage

B. & J. Sales Co., 2528 Pacific Ave.
Dallas Salvage Co., 1701 Griffin St.
Dallas Wrecking Co. (Lumber and Pipe), 414 Second Ave.
Dobson & Co. (WR), 2527 Elm St.
Underwriters Salvage Co. of New York, 913 First National Bank Bldg.

Sand and Gravel

Dallas Transportation Co., Bourbon and Eakin Sts.
Dallas Washed & Screened Gravel Co., 912 Santa Fe Bldg.
East Texas Gravel Co., 1107 Santa Fe Bldg.
Gifford, Hill & Co., Inc., 611 North Texas Bldg.
Trinity Farm Gravel Co., Record Crossing Rd. (P. O. Box 1116)
Vilbig & Co., J. Lee, 2517 Eakin St.

Sanitariums and Hospitals

Baylor University, 3301 Junius St.
Post-Graduate Clinic Hospital & Dispensary, 2400 San Jacinto St.
Timberlawn Sanitarium, P. O. Box 1569

Sash and Doors

Buell Lumber & Manufacturing Co., N. Hawkins and Central Ave.
Clem Lumber Co. (M), 2500 Live Oak St.
Gilbert Manufacturing Co., The (Metal), 510-11 Marvin Bldg.
Griffiths & Co., 918 S. Lamar St.
Huttig Sash & Door Co. of Texas (M), 304 N. Crowds St.
Metal Products Co. (Metal), 406 Linz Bldg.
Moore & Co., 400 Main St.
Roddiss Lumber & Veneer Co. (FB), 2403 S. Harwood St.
Shiels Planing Mill Co., Elliot (M), 4007 East Side Ave.

Scales

Dillon Scale Repair Co., The, 2010-12 N. Lamar St.

Scenic Artists

King Studios, Inc., 309 S. Harwood St.

School Books

American Book Co. (FB), 1319-21 Young St.
Ginn & Co. (FB), 1913 Bryan St.
Heath & Co., D. C., 1911 Bryan St.
Lone Star School Book Depository (W), 707 Browder St.
MacMillan Co., The (FB), 1701 Ross Ave.
Perry School Book Depository, Hugh (W), Santa Fe Bldg., Unit 4
Practical Drawing Co. (FB), 2205 S. Lamar St.
Southern Publishing Co. (W), 6th Floor, Santa Fe Bldg., Unit 4
Walraven Book Cover Co., A. T. (M), 1507 Caruth St.

School and Church Furniture

Bickley Brothers, 309 S. Harwood St.
Bryant & Co., C. A. (W), 807-9 Elm St.

School Supplies

Bickley Brothers, 309 S. Harwood St.
Bryant & Co., C. A. (W), 807-9 Elm St.
Butler Brothers (W), Young and Ervay Sts.
Educational Equipment Co. (WR) (Motion Picture Machines and Films), 1913 Commerce St.
Ginn & Co. (FB), 1913 Bryan St.
Heath & Co., D. C., 1911 Bryan St.
Perry School Book Depository, Hugh (W), Santa Fe Bldg., Unit 4
Practical Drawing Co. (FB), 2205 S. Lamar St.
Walraven Book Cover Co., A. T. (M), 1509 Caruth St.

Schools and Colleges

Baylor University (Medical and Dental Colleges, Schools of Pharmacy and Nursing), 3301 Junius St.
Marinello School (Beauty Culture), 4505 Ross Ave.
Southern Methodist University
Terrill School, 4217 Swiss Ave.

Screens

Acme Screen Co. (M), 915 S. Peak St.
Clem Lumber Co. (M), 2500 Live Oak St.
Service Screen Co. (M), 5027 Willis Ave.

Seeds

Hardie Seed Co., David (W-R), 1716 Bryan St.
Lang Floral & Nursery Co. (R), 1214 Main St.
Miller Brokerage Co., The (B), Stewart Bldg.
Nicholson Seed Co., Robert (WR), 2118 N. Lamar St.
Platter, Charles H. (W) (Cotton Seed for Planting Purposes), 1019 Mercantile Bldg.
Sherman-Magnolia Seed Co. (W-R), 945 S. Lamar St.

Service Trays—Curb

Tray Service Co. (M), 2209 Commerce St. (P. O. Box 725)

Sewing Machines

Dallas Sewing Machine & Equipment Co. (Power Machines for Manufacturers), 103 S. Poydras St.
Kilman, J. N., General Agent, Singer Sewing Machine Co., 1021 Santa Fe Bldg.
White Sewing Machine Co. (FB), 1930 Main St.

Shades and Curtains

Hall Curtain Corporation (M) (Automobile Shades), 1109-17 N. Lancaster Ave.

Sheet Metal Products

Art Sheet Metal & Model Works (M), 208 Henry St.
Atlas Metal Works (M), Eagle Ford Rd.
Chase Brass & Copper Co. (FB), 719 First National Bank Bldg.
Dallas Heating & Ventilating Co. (M), 2422 Alamo St.
Edwards Manufacturing Co. of Texas (FB), Market and Collins Sts.
Harry Steel Works, O. K., 2412 Swiss Ave.
New Process Roofing & Supply Co. (M), 802-10 Cadiz St.
Smith & Rawlings (M), 1713 Young St.
Wyatt Metal & Boiler Works (M), West Dallas Pike

Shirt Manufacturers

Benno Manufacturing Co., 1617 Main St.
Young Manufacturing Co., 605 Wholesale Merchants Bldg.

Shoe Makers and Repairs

Munster, Albert, 1711 Live Oak St.
Zinke Re-Bottoming Shoe Co., Inc., 1605 Main St.

Shoes—Retail

Baker's Shoe Store, 1608 Elm St.
Beacon Shoe Co., 1513 Main St.
Dallas Nettleton Shoe Co., 1406 Main St.
Florsheim Shoe Store Co., 1508 Main St.
Gilbert's, Inc., 1707 Elm St.
Kinney Shoe Co., Inc., G. R., 1302 Elm St.
Paul's Shoe Store, 1600 Elm St.
Shoe Clearance House, 1715 Live Oak St.
Thom McAn Shoe Store, 1610 Main St. and 2104 Elm St.
Volk Brothers Co., 1208 Elm St.
Walk-Over Boot Shop, 1218 Elm St.

Shoes—Wholesale

Aronoff Shoe Co., 1104 Commerce St.
Graham-Brown Shoe Co., Main and Austin Sts.
Jolesch Shoe Co., 1007 Commerce St.
Red Wing Shoe Co., Santa Fe Bldg.

Show Cases and Store Fixtures

Adelta Show Case & Fixture Manufacturing Co. (M), N. Akard and Cedar Springs Rd.

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Show Cases and Store Fixtures—(Cont.)

Ferris Co., The, 2033 Commerce St.
Largent, Lyons Co., 1300 Commerce St.
McKesson-Crowdus Drug Co., The, 1516 Commerce St.
Southwestern Show Case Co. (M), 2016 S. Akard St.
Thomas Co., Lawrence, 207 S. Poydras St.
Weber Show Case & Fixture Co., Inc. (M), 314 Allen Bldg.

Signs

Ad-Vance Sign System, 2229 Main St.
Bounds Sign Co., 2025 Jackson St.
McQueen, F., 1003½ Main St.
Rainbow Light, Inc. (Neon Gas), 1907 Canton St.
Zimmerman & Sons, J. F., 2126 Young St.

Silks—Wholesale

Belding-Heminway Co., 311 Southland Life Bldg.
Schwarzenbach, Huber & Co., 611 Southland Life Bldg.

Smelters and Refiners

American Smelting & Refining Works, 1012 Powhattan St.
Liberty Smelting & Refining Works (White Metals), 1307 River St.

Soap Manufacturers

Los Angeles Soap Co., 301 N. Market St.

Soda Fountains and Supplies

Adelta Show Case & Fixture Manufacturing Co., N. Akard and Cedar Springs Rd.
Bishop & Babcock Sales Co., The (FB), 1107 Jackson St.
Hill & Co., B. F. (MA), 1709-11 Young St.
Liquid Carbonic Co. of Texas, The (FB), 2nd Floor, Unit 2, Santa Fe Bldg.
McKesson-Crowdus Drug Co., The (MA), 1516 Commerce St.
United American Soda Fountain Co. (FB), 1301 Jackson St.

Speed Stationery

Bright, J. D. (Continuous Form Stationery for Typewriters), Box 1104

Sporting Goods

Butler Brothers (W), Ervay and Young Sts.
Cullum & Boren Co. (WR), 1509 Elm St.
Huey & Philp Hardware Co. (WR), 1029 Elm St.
Lowe & Campbell Athletic Goods Co. (WR), 1915-17 Commerce St.
Ott, Charles, 1007 Elm St.
Spalding & Brothers, A. G. (RW), 1518 Main St.

Sprinkler Systems

Grinnell Co., Inc., The (FB), 1801 Santa Fe Bldg.
Martyn Brothers, 911 Camp St.
Texas Automatic Sprinkler Co., 1411 Santa Fe Bldg.

Stapling Machines and Supplies

Bostitch Fastener Agency, 2223 N. Peak St.

Stationery

Aldridge, A. D., 402 North Texas Bldg.
Barnard Stationery Co., George D. (FB), Commerce and Poydras Sts., 3rd Floor
Bennett Printing Co. (M), Corsicana St. and Park Ave.
Clarke & Courts, 1506 Young St.
Cokesbury Press, 1308 Commerce St.
Dorsey Co., The (M), Commerce and Poydras Sts.
Everts Co., Arthur A. (R), Main and Murphy Sts.
Exline-Lowdon Co. (M), 1818 S. Ervay St.
Hargreaves Printing Co. (M), 1013 Main St.
Lamar & Whitmore (R), 1308 Commerce St.
Martin Stationery Co., 914 Main St.
Odee Co., The (Law), (W), Main and Poydras Sts.
Remington Rand Business Service, Inc., 1603 Commerce St.
Stewart Office Supply Co., 1521 Commerce St.
Van Winkle, J. D. (R), 1609 Elm St.
Yeagan Stationery Co., 306 Stewart Bldg.

Steam Baths

Atelka Steam Baths, 525 Wilson Bldg.

Steamship Agents

American Express Co., 1306 Commerce St.
Caldwell & Co. of Texas, 809 Cotton Exchange Bldg.
Cunard Steam Ship Co., Ltd., 1322 Athletic Club Bldg.
Lykes Brothers Steamship Co., Inc., 613 Cotton Exchange Bldg.
Mallory Steamship Co., 922 Kirby Bldg.
Riebe, F. O., 907 Cotton Exchange Bldg.
Southern Steamship Co., 1217 Kirby Bldg.
Strachan Shipping Co., 209 Cotton Exchange Bldg.

Steel Buildings

Braden Steel Corporation, P. O. Box 2194
Wyatt Metal & Boiler Works, West Dallas Pike

Steel Derricks

Braden Steel Corporation, P. O. Box 2194

Steel Sash

Lupton's Sons Construction Co., David, 703 Construction Industries Bldg.
O'Hearn, J. L., 1913 N. Harwood St.
Universal Building Products Co., 306 Construction Industries Bldg.

Steel Shelving and Bins

Universal Building Products Co., 306 Construction Industries Bldg.

Steel Stacks

Chicago Bridge & Iron Works, 1514-17 Magnolia Bldg.
Pittsburg-Des Moines Steel Co., 1217-18 Praetorian Bldg.
Texas Boiler & Machinery Co., 3215 Hickory St.
Wyatt Metal & Boiler Works, West Dallas Pike

Steel and Wire

American Steel & Wire Co. (FB), 1301 Praetorian Bldg.
Mosher Steel & Machinery Co. (M), Maple Ave. Rd. (P. O. Box 2248)
Pittsburgh Steel Co. (FB), 1009 Kirby Bldg.
Sedwick & Co., W. A. (MA), 401 Construction Industries Bldg.
Southern Ornamental Iron Works, Arlington, Texas
Southern States Steel Corporation (M), 503 S. Haskell Ave.
Southern Supply Co., The (W), 209 N. Jefferson Ave.
Thompson, I. G. (MA), 804 Dallas National Bank Bldg.
Weaver Ornamental Iron Works (M), 1807 Carter St.

Steel—Structural

Austin Brothers (M), 1815 Coombs St.
Mosher Steel & Machinery Co. (M), Maple Ave. Rd. (P. O. Box 2248)
O'Hearn, J. L., 1913 N. Harwood St.
Southern Ornamental Iron Works, Arlington, Texas
Southern States Steel Corporation (M), 503 S. Haskell Ave.
Thompson, I. G. (MA), 804 Dallas National Bank Bldg.
Virginia Bridge & Iron Co. of Tennessee (FB), 1512 Kirby Bldg. (P. O. Box 956)
Weaver Ornamental Iron Works (M), 1807 Carter St.
Wyatt Metal & Boiler Works, West Dallas Pike

Stereotypers

Western Newspaper Union, 606 S. Akard St.

Stocks and Bonds

American National Brokerage Co., 512 Southwestern Life Bldg.
Anderson & Co., Lorenzo E., 303 Republic Bank Bldg.
Barnard, J. L., Rep. National City Co., 905 First National Bank Bldg.
Commercial Trust Co., 613 Central Bank Bldg.
Cox, C. L. (Brokers), Marvin Bldg.
Fenner & Beane, 211 Magnolia Bldg.
Fullerton & Co., A. G., 816 Kirby Bldg.
Garrett & Co., 707 First National Bank Bldg.
Hibernia Securities Co., Inc., 806 First National Bank Bldg.
Jenks-Gwynne Co. (Brokers), Cotton Exchange Bldg.
Meriwether, George K., 808 Praetorian Bldg.
Ott, L. A., Rep. Jno. F. Clark & Co., 211 Browder St.
Young Co., Mary Lee, 1114 Kirby Bldg.

Stone

Herget Cut Stone Co., Maple Ave. Rd.
Oates, Ernest (Cut Stone), 3125 Routh St.
Southwest Stone Co. (Crushed Stone), 1611 Santa Fe Bldg.

Store Equipment

Adelta Show Case & Fixture Manufacturing Co. (M), N. Akard and Cedar Springs Rd.
Friedrich, Ed (FB), 2012 Commerce St.
Hill & Co., B. F. (MA), 1709-11 Young St.
Standard Fixture Co. (M) (Display Fixtures), 1112 Commerce St.
Thomas Co., Lawrence, 207 S. Poydras St.

Stoves—Wholesale

Perfection Stove Co. (Oil), 825 Trunk Ave.
Texas Quick-Lite Co., 409 N. Akard St.

Street Lighting

Electric Illuminating Co., 308 Gaston Bldg.
General Electric Supply Corporation, 1801 N. Lamar St.
Union Metal Manufacturing Co., 728 Allen Bldg.

Sugar

Imperial Sugar Co. (W), 618-21 Mercantile Bldg.
McIntosh Brokerage Co. (W), 420 Mercantile Bldg.
Overton & Co., W. W. (Brokers), 618-21 Mercantile Bldg.
Quillian & Maupin (Rep. American Sugar Refining Co.), 1816 Magnolia Bldg.

Surgical Instruments and Supplies

Cary Co., A. P., Medical Arts Bldg.
McClure Co., Inc., E. H., 1908 Live Oak St.

Syrup and Molasses

New Orleans Coffee Co. (Western Sales Manager), 405 Slaughter Bldg.

Tablet Manufacturers

Southwest Tablet Manufacturing Co. (M), 2501 Cleveland St.

Tags and Labels

Aldridge, A. D. (Cotton Tags), 402 North Texas Bldg.
Dennison Manufacturing Co. (FB), 406 Santa Fe Bldg.
Tugert Printing Co., 2112½ Jackson St.

Tailors

Gray & Graham Co., 1009 Main St.
Kaplan-Cohen Co., 1021 Main St.
Koenigsberg, Inc., S., 1306½ Main St.
Nash Co., A., 1706 Commerce St.

Tailors' Supplies

Dallas Tailors' Supply Co. (W), 311 S. Akard St.
Star Service Hanger Co., 2404 Summer St.

Tank Cars

Conley Tank Car Co., 2201 Magnolia Bldg.
Patterson, Robert W., 1305 Republic Bank Bldg.

Tank Car Repairs

Wyatt Metal & Boiler Works, West Dallas Pike

Tanks, Towers and Standpipes

Chicago Bridge & Iron Works, 1514-16 Magnolia Bldg.
Pittsburg-Des Moines Steel Co. (FB), 1217 Praetorian Bldg.
Texas Boiler & Machinery Co., 3215 Hickory St.
Wyatt Metal & Boiler Works, West Dallas Pike

Tanks—Truck

Leland Equipment Co., 1916 Canton St.
Wyatt Metal & Boiler Works, West Dallas Pike

Tanks—Underground

Wyatt Metal & Boiler Works, West Dallas Pike

Taxicabs

Adolphus Auto Rent Co., 1326 Commerce St.
Nichols Brothers Garage, 1320 Commerce St.
U-Drive-It Service, Inc., 1906 Pacific Ave.
White Cab Co., 2001 Main St.

Taxidermist

Mayer, W. A., Naturalist, 2717 Live Oak St.

Telegraph Companies

Postal Telegraph-Cable Co., 1011 Main St.
Western Union Telegraph Co., 601 Masonic Bldg.

Telephone Companies

Southwest Telephone Co., The, 3901 Main St.
Southwestern Bell Telephone Co., Telephone Bldg.

Telephone Supplies

General Electric Supply Corporation (FB), 1801 N. Lamar St.
Westinghouse Electric Supply Co. (W), 409 Browder St.

Tents and Wagon Sheet Manufacturers

Dallas Tent & Awning Co. (M), 1401 Commerce St.
Fulton Bag & Cotton Mills (M), Preston and Pacific Ave.
Southern Supply Co., The (W), 209 N. Jefferson Ave.

Theatres

Arcadia Theater, 2009 Greenville Ave.
Capitol Amusement Co. (Capitol Theater), 1521 Elm St.
Majestic Theater, 1921 Elm St.

Theatres—(Continued)

Melba Theatre (Publix Theatre Corporation), 1913 Elm St.
Old Mill Theater, 1525 Elm St.
Palace Theater, 1623 Elm St.
Publix Theatres Corporation, 1623-25 Elm St.

Theatre Organs and Electric Pianos

Whittle Music Co., D. L., 1213 Elm St.

Theatrical Equipment

Bickley Brothers, 309 S. Harwood St.
Educational Equipment Co., 1913 Commerce St.

Threshing Machines

Case Co., J. I., 300 N. Austin St.

Tile—Floor and Wall

American Encaustic Tiling Co., 802 Santa Fe Bldg.
McQueen & Co., 1901 N. Harwood St.
Southern Tile Co., 951 S. Lamar St.

Tin Cans

American Can Co. (FB), 704 Southwestern Life Bldg.
Thompson Can Co. (M), 1304 S. Austin St.

Tires and Accessories—Retail

Dunlap-Swain Tire Co., 508 N. Harwood St.
Model Service Tire Co., Inc., 2110 Bryan St.
Safety Tire Co., Young and St. Paul St.
Tire Service Corporation, 2011 N. Harwood St.
Western Auto Supply Co., 2100 Commerce St.

Tires and Tubes—Wholesale

Ajax Rubber Co., Inc. (FB), 2411 Swiss Ave.
Cooper Corporation, The (W), 301 N. Market St.
Dunlap Tire & Rubber Co. of Buffalo, N. Y. (FB), 2602 Williams St.
Fisk Tire Co., Inc., 2504 S. Ervay St.
General Tire & Rubber Co. of Texas (FB), 2109 Commerce St.
Goodrich Rubber Co., B. F. (FB), 1201 Young St.
Goodyear Tire & Rubber Co., 3805 Parry Ave.
Jackson-Stephens Co., 2022 Commerce St.
Kelly-Springfield Tire Co. (FB), 2217 Laws St.
Padgett Brothers Co., 1020 Commerce St.
Pennsylvania Rubber Co. of America (FB), 2407 S. Ervay St.
Shook Rubber Co., 2500 S. Ervay St.
Tire Service Corporation, 2011 N. Harwood St.
United States Rubber Co. (FB), Santa Fe Bldg., Unit 4

Tire Service and Repairs

Dunlap-Swain Tire Co., 508 N. Harwood St.
Safety Tire Co., Young and St. Paul St.
Tire Service Corporation, 2011 N. Harwood St.

Title Guaranty Companies

Dallas Title & Guaranty Co., 1303 Main St.
New York Title & Mortgage Co., Dallas Branch, 717 First National Bank Bldg.
Stewart Title Guaranty Co., 1221 Main St.

Toilet Preparations

American Herb Co., 2409 Live Oak St.
Clancey Sales Organization, 419-21 S. St. Paul St.
Joy-Synth Co., Inc. (M), 1200 Broom St.
Kirby Co., W. S. (M), 2201 S. Harwood St.
Link Medicine Co. Dr. (M), 2646 Elm St.
Weichsel Co., The (M), 1105 Jackson St.

Tool and Die Manufacturers

Perfection Machine, Tool & Die Co., 3027-29 Elm St.

Towel Supply

Cannon Ball Towel Supply Co., 2011 Orange St.
Dallas Towel Supply Co., 2509 Commerce St.

Tractors

Case Co., J. I. (FB), 300 N. Austin St.
Deere Plow Co., John (FB), 501 Elm St.
Ferris Tractor Co., 3610 Commerce St.
Fishburn Motor Co., 101 N. Houston St.
Flippin Auto Co., 1917 Ross Ave.
George Machinery Co., R. B., 302 N. Market St.
International Harvester Co. of America (FB), 211 N. Austin St.
Lambert Motor Co., 3800 Main St.
Morriss Co., John E., 120 N. Lancaster Ave.
Rose-Wilson Co., 1218 S. Ervay St.
Shelton, J. H., 2311 Main St.
Southern Rock Island Plow Co. (FB), 401 Elm St.

Traffic Consultant

Darwin & Matthews (Freight), 1906 Santa Fe Bldg.
Railway Re-Auditing Co., The, 1628 Allen Bldg.
Texas Freight Audit Bureau, 514 Slaughter Bldg.

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A. B. C. Transfer Co., 913 Marion St.
American Transfer & Storage Co., 2615 Elm St.
Big A Transfer & Messenger Service (Messenger
Service), 1913 Live Oak St.
Big "4" Transfer Co., 2918 San Jacinto St.
Binyon-O'Keefe Motor Freight Lines, 410 S. Poydras
St.
Busy Bee Transfer Co., 705 N. St. Paul St.
Dallas Baggage & Cab Co., 1207 Patterson Ave.
Dallas Transfer & Terminal Warehouse, Unit 2, Santa
Fe Bldg.
Dallas-Trinity Warehouse Co., 3201 Worth St.
Interstate Fireproof Storage & Transfer Co., Pacific
and Market Sts.
Interurban Express & Baggage Lines, 307 N. Mar-
ket St.
Johnson Storage & Distributing Co., 265 W. 15th St.,
Fort Worth
Merchants' Fast Motor Lines, 1105 S. Lamar St.
Merchants' Fireproof Storage Co., 1301 Broom St.
Pulliam Transfer & Storage Co., 2501 Floyd St.
Texas Furniture Stores Co., 2111 Elm St.
Wells Transfer & Storage Co., 3900 Elm St.
Word, J. P., 416 S. Lamar St.

Transportation Companies

Pullman Co., The, Union Terminal

Travelers Service

American Express Co., 1306 Commerce St.

Trays—Curb Service

Tray Service Co. (M), 2509 Commerce St.

Truck—Lift

Cowles & Co. (MA), 721 Mercantile Bldg.

Trucks—Motor

General Motors Truck Co. (FB), 4121 Commerce St.
Indiana Truck Corporation of Texas (FB), 4131 Com-
merce St.
International Harvester Co. of America (FB), 405
Second Ave.
Mack-International Motor Truck Co. (FB), 1900 S.
Erway St.
Perry Motor Co., 2121 Pacific Ave.
White Co., The (FB), 2000 S. Erway St.
Wichita Falls Motor Co., 410 Burt Bldg.

Truck Trailers

Leland Equipment Co., 1916 Canton St.
Springfield Wagon & Trailer Co., 1106 Wood St.
Trailer Sales Co., The, 2612 Commerce St.

Trunks and Traveling Bags

Dallas Trunk Factory (M), 1517 Jackson St.
Padgett Brothers Co. (WM), 1020 Commerce St.
Pollack Trunk Co., Henry (M), 1912 Elm St.
Wilkins Trunk Manufacturing Co. (M), 1109 Elm St.

Trust Companies

American Trust Co., Fidelity Union Bldg.
Dallas Union Trust Co., 502 Dallas National Bank
Bldg.

Type Founders

American Type Founders Co. (FB), 1112 Commerce
St.

Typewriters and Supplies

American Writing Machine Co. (FB), 1513 Commerce
St.
Ewing Co., S. L., 1606 Commerce St.
International Distributing Co. (Ribbons and Carbon
Paper), 417 Santa Fe Bldg.
Kee Lox Manufacturing Co., 511 Stewart Bldg.
Remington Rand Business Service, Inc., 1603 Com-
merce St.
Smith & Corona Typewriters, Inc., L. C. (FB), 1605
Commerce St.
Texas Ribbon & Carbon Co., 912 Republic Bank Bldg.
Underwood Typewriter Co. (FB), 1519 Commerce St.
United States Manifold Co., 1314½ Main St.

Undertakers

Lamar & Smith, 800 W. Jefferson Ave.
Loudermilk-Sparkman Co., 2115 Ross Ave.
Smith & Brother Undertaking Co., Inc., Ed C., 1811
Ross Ave.
Weiland Undertaking Co., Charles F., 2909 Live Oak
St.

Undertakers' Supplies

Dallas Coffin Co. (M), 1321 S. Lamar St.
National Casket Co. (M), 1601 S. Lamar St.

Utility Information

Texas Public Service Information Bureau, 412 Santa
Fe Bldg.

U. S. Weather Bureau

Cline, Joseph L., U. S. Weather Bureau, Cotton Ex-
change Bldg.

Vacuum Cleaners

Hoover Co., The (FB), 3804 Cedar Springs Rd.

Venetian Blinds

Bostwick Goodell Venetian Blind Co., 1613 Bryan St.
Burlington Venetian Blind Co., 1303 Jackson St.

Ventilating and Cooling Systems

Buffalo Engineering Co., Inc., 311 S. Harwood St.
Clair, F. J., 2004 Commerce St.

Veterinary Surgeons

Blue Cross Veterinary Hospital, 2221 Cedar Springs
Rd.
Veterinary Service Institute, 924 S. Haskell Ave.

Vitrolite

Vitrolite Construction Co., 3207 Commerce St.

Wagons and Carriages

Avery & Sons Plow Co., B. F. (FB), Pacific and
Market Sts.
Deere Plow Co., John (FB), 501 Elm St.
Southern Rock Island Plow Co. (FB) 401 Elm St.
Springfield Wagon & Trailer Co., 1106 Wood St.

Wall Paper

Booth Lumber & Loan Co., 816 S. Haskell Ave.
Cook Paint & Varnish Co. (FB), 1019 Elm St.
Diamond Paint & Wall Paper Co. of Texas (W),
1001-7 Ross Ave.
Fink, Sam A. (R), 2603 Elm St.
Great Western Paint Manufacturing Co., 412 N. St.
Paul St.
Kuhn Paint Stores (R), 1903 Bryan St.
Maxwell of Texas, S. A. (W), 1700 S. Cochrell St.
Sherwin-Williams Co., The (R-W), 1621 Wall St.

Warehouse Companies

American Transfer & Storage Co., 2615 Elm St.
Binyon-O'Keefe Motor Freight Lines, 410 S. Poydras
St.
Clancey Sales Organization, 419-21 S. St. Paul St.
Dallas Transfer & Terminal Warehouse, Unit 2, Santa
Fe Bldg.
Dallas-Trinity Warehouse Co., 3201 Worth St.
Interstate Fireproof Storage & Transfer Co., Pacific
and Market St.
Merchants' Fireproof Storage Co., 1301 Broom St.
Morgan Warehouse & Commercial Co., 1917 N. Hos-
ton St.
National Warehouse & Forwarding Co., 2300 S. Har-
wood St.
Shippers' Compress & Warehouse Co., 707 Cotton
Exchange Bldg.

Washing Machines

Maytag Southwestern Co. (FB), 2011 Main St.

Water—Mineral and Electrified

Electrified Water Co., 2609 S. Erway St.
Ozarka Water Co., 4036 Commerce St.

Water Heaters

Sands Heater Co., 404 N. St. Paul St.
Seidenglanz & Co., Unit 2, Santa Fe Bldg.
Texas Quick-Lite Co. (W), 409 N. Akard St.
Torrid Heater Co., 1615 Pacific Ave.

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United States Rubber Co. (FB), Santa Fe Bldg., Unit 4

Water Proofing

Nichols Co., S. W., 209 Exposition Ave.

Water Works and Sewer Contractors and Engineers

Chicago Bridge & Iron Works, 1514-17 Magnolia Bldg.
Cullum, W. G., 905 Allen Bldg.
Dallas Construction Co., 3106 Commerce St.
Morey & Morey, 417 Praetorian Bldg.
Municipal Engineering Co., 1107 Athletic Club Bldg.
Pittsburg-Des Moines Steel Co., 1218 Praetorian Bldg.

Water Works Supplies

Chase Brass & Copper Co. (FB), 719 First National Bank Bldg.
Chicago Bridge & Iron Works, 1514-17 Magnolia Bldg.
Foster, Wheeler Corporation (FB), 2001 Republic Bank Bldg.
Morey & Morey, 417 Praetorian Bldg.
Neptune Meter Co. (FB), 2014 Commerce St.
Pittsburg-Des Moines Steel Co., 1217 Praetorian Bldg.

Wax Paper Manufacturers

Dixie Wax Paper Co., 1300 S. Polk St.

Welding

Art Sheet Metal & Model Works, 208 Henry St.
Mayhew Machine & Engineering Works, 2713 Commerce St.
National Welding & Grinding Co., 1715 Young St.
Ramsey Radiator & Welding Co., 618 N. Akard St.

Welding Supplies

Mair Machinery Corporation, D. S., 10th Floor, Unit 2, Santa Fe Bldg.

Well Drilling Contractors

Dearing & Sons, R. H., 801 Allen Bldg.
Southern Union Gas Co., 703 Browder St.

Window Cleaning and Janitor Service

B. & C. Window Cleaning Co., 203 Gaston Bldg.
Dallas Window Cleaning Co., 1330 1/2 Commerce St.

Wind Mills and Towers

Aermotor Co. (FB), Summer and River Sts.
Fairbanks-Morse & Co. (FB), 1713 N. Market St.
Pierce, W. M. (MA), 701 Elm St.
Southern Plow Co., The (MA), 608 Elm St.

Window Shades—Wholesale

Breneman Co., The Charles W. (FB), 2508 Commerce St.
Columbia Mills, Inc., The (M), 2401 S. Harwood St.
Volker & Co., Wm. (FB), Santa Fe Bldg., Unit 3

Wire and Iron

American Steel & Wire Co. (FB), 1301 Praetorian Bldg.
Sedwick & Co., W. A. (MA), 401 Construction Industries Bldg.
Southern Ornamental Iron Works (M), Arlington, Texas
Southern Supply Co., The (W), 209 N. Jefferson Ave.
Weaver Ornamental Iron Works (M), 1807 Carter St.
Western Metal Manufacturing Co., 831 Fourth St.

Woodenware

Butler Brother (W), Ervay and Young Sts.
Dallas Cooperage & Woodenware Co. (M), C and 17th Sts.

Work Clothing

Butler Brother (W), Young and Ervay Sts.
Hamilton Carhartt Overall Co. (M), 3028 Commerce St.
Higginbotham-Bailey-Logan Co. (W), Jackson and Lamar Sts.
Motor Suit Manufacturing Co. (M), 107 N. Austin St.
Perkins Dry Goods Co. (W), 708 Jackson St.
Richards Manufacturing Co. (Lettered Uniforms), 515 Elm St.
Singer Brothers (M), Main and Lamar Sts.

X-Ray Equipment

General Electric X-Ray Corporation (FB), 316 Medical Arts Bldg.

Yeast

Standard Brands, Inc. (FB), 2703 Williams St.



PHOTOGRAPHS

Tell the Story



A SURE CURE FOR SPRING FEVER



PHONE
7-1637

1713 1/2 LIVE OAK ST., DALLAS, TEXAS



A Corsage, Plant or Bouquet To Delight Mother

Now is the time to place your order for flowers to be delivered Mothers' Day, May 11th. We telegraph flowers around the world.

BURTON
THE FLORIST
3305 Oak Lawn 5-3161

INTERNATIONAL TRUCKS

INTERNATIONAL HARVESTER COMPANY
OF AMERICA
405 SECOND AVE. (INCORPORATED) DALLAS

When you near
the zero hour

A Good Printer Is a Friend Indeed

IN THE LIFE of every busy advertising manager—or of anyone who uses printed matter—there comes a day when he has to work against a deadline, and he wishes to high heaven that he had an assistant—say someone who would furnish him an idea once in awhile, or who at least could be depended on to carry out given ideas quickly and capably. The ad manager would then have time to finish other necessary tasks.

If you are such a person near the zero hour and in need of help on

the details and plans of your printing, a phone call to this organization will bring you the assistance you have in mind. You will be pleased with the swift and efficient way we handle everything on that intricate or "last minute" job—details such as art work, copy helps, the right paper, appropriate typography, in fact, whatever you need.

But whether you are rushed or not, you will get more for your money in the long run by allowing an experienced and well-equipped printer to work with you.

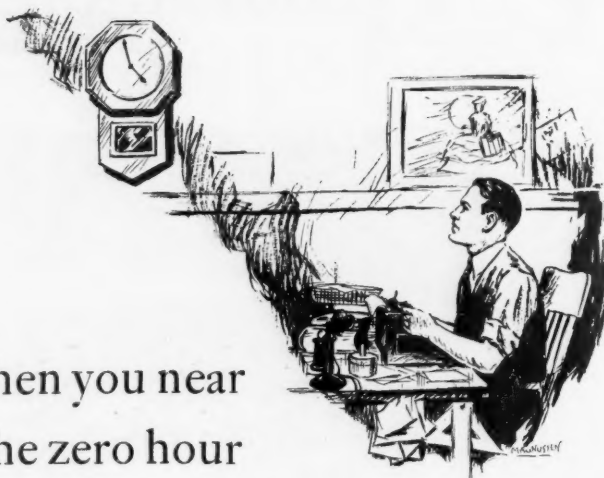
DIRECT MAIL ADVERTISING, MAGAZINES
HOUSE ORGANS, CATALOGUES, NEWSPAPERS
SALES CIRCULARS, COMMERCIAL PRINTING

Phone 7-1174

Texas Publication House, Inc.

2500 McKinney Avenue at Fairmount

DALLAS



Dallas Invades West Texas

(Continued from page 20)

he intends to vigorously follow up the trip with intensive sales efforts.

A definite program of trade promotion, to draw the territory more closely to the central city of Dallas, is being planned to take advantage of the immediate opportunity to cultivate this extremely important portion of our State.

State Convention at Waco

The State convention of the Texas Junior Chamber of Commerce will be held at Waco May 3rd and 4th. C. O. Girard of the Dallas Organization is a director of the State group and Colby E. Smith is vice-president.

The election of the State officers will be held at this convention and plans will be made for the work to be done during the rest of the year. One project in which the local group are especially interested is the marking of emergency landing fields in small towns throughout the State.

The present officers of the State organization are:

Sam D. W. Low, San Antonio, president; Henry Coutret, Corpus Christi, vice president; Colby E. Smith Dallas, vice president; George Harvie, El Paso, vice president; E. J. Tiner, San Antonio, secretary-treasurer.

Although most of the big ranches have given way to farms, livestock is still a major industry in Texas. It has 5,677,000 head of cattle, 5,550,000 head of sheep, 2,965,000 goats and 1,028,000 head of hogs. Included in the cattle are 974,000 milk cows and 210,000 heifers kept for milking purposes.

ATELKA BATH HOUSE

Only exclusive steam bath house
in city

For Ladies and Gentlemen

Open 8 a. m. to 8 p. m.
and Sunday Mornings

525 Wilson Bldg.

7-6186

METROPOLITAN BUSINESS COLLEGE

A. RAGLAND, President
Dallas, Texas

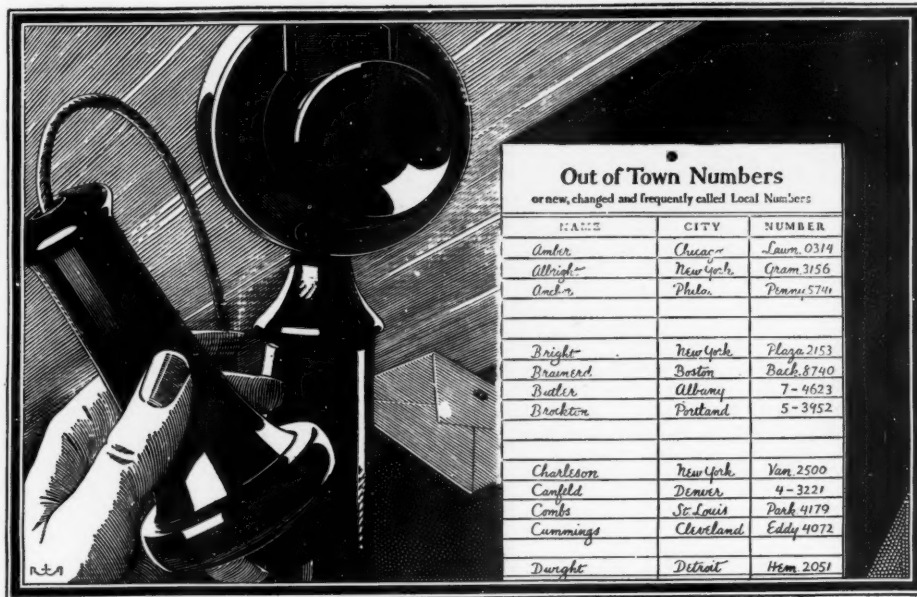
"The School with a Reputation"

Has Made Good Since 1887

Write or Phone for Information

Phone 2-2032 **GEYER PRINTING Co.**
Consult Us Before Buying Printing—It'll Pay

Calling by Number takes less Time ...



Out of Town Numbers
or new, changed and frequently called Local Numbers

NAME	CITY	NUMBER
Amber	Chicago	Laurel 0319
Albright	New York	Gram 3156
Ames	Phila.	Penny 5741
Bright	New York	Plaza 2153
Bramford	Boston	Back 8740
Butler	Albany	7-4623
Brockton	Portland	5-3952
Charlson	New York	Van 2500
Canfield	Denver	4-3221
Combs	St. Louis	Park 4179
Cummings	Cleveland	Eddy 4072
Dwight	Detroit	Hem 2051

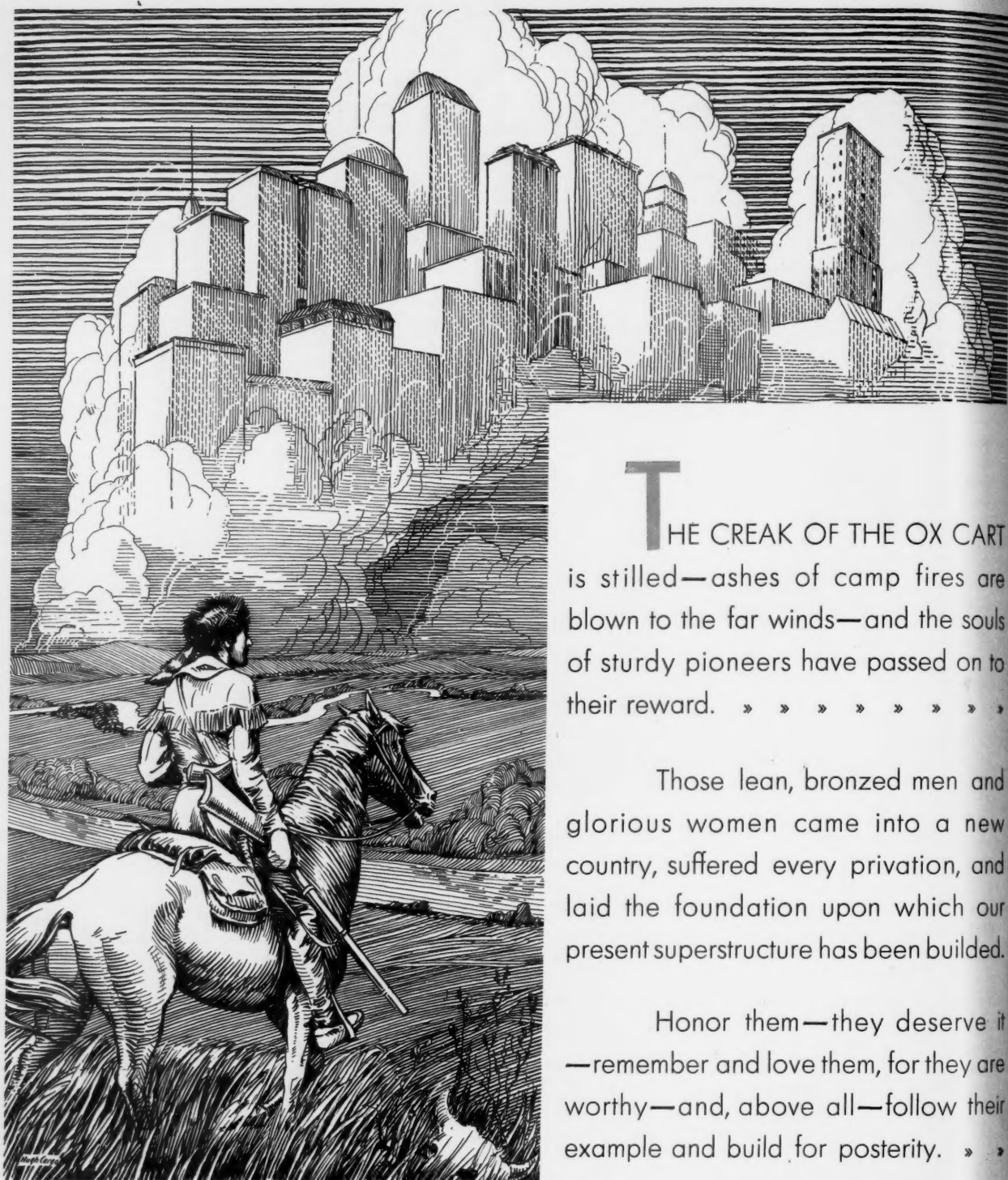
If YOU KNOW the numbers on your out-of-town calls you can get many of them about as quickly as local calls. It is worth while keeping a list of numbers you frequently use. If you do not know them, "Information" will get them for you.

If there are a lot of them, write to our business office and ask us to make out the list for you.

If you want someone in a hurry, the telephone number is as important as the street address. Knowing the number will help you to speed your long distance calls.



An Advertisement of the Southwestern Bell Telephone Company



THE CREAK OF THE OX CART is stilled—ashes of camp fires are blown to the far winds—and the souls of sturdy pioneers have passed on to their reward. » » » » » » » »

Those lean, bronzed men and glorious women came into a new country, suffered every privation, and laid the foundation upon which our present superstructure has been builded.

Honor them—they deserve it—remember and love them, for they are worthy—and, above all—follow their example and build for posterity. » »

THE DORSEY COMPANY

MANUFACTURING STATIONERS, PRINTERS,
LITHOGRAPHERS, OFFICE OUTFITTERS

Commerce , , , , to Jackson , , , , at Poydras



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